

Brad Wilson

*Vice President of Marketing and General Manager,
Travelocity, Dallas*

Born: 1974

Hometown: Dallas

Education: B.A., business administration, University of Texas, Austin; M.B.A., Cox School of Business, Southern Methodist University, Dallas

Family: Wife, Ashley, and three children: Brandt, 6; Drew, 4; Keely, 3

Defining Moments: “When I was at Nutrisystem, every quarter we’d invite 40-50 customers to Philadelphia to hear their stories. We were very serious about creating a transformative, sustainable brand — it was not only about losing weight, but also changing how they felt about themselves, and maintaining a healthy lifestyle. Often, we’d have more than half of the customers in the room crying, emotionally thanking us for the changes that they had made. It was truly moving. You spend so much time with spreadsheets and data, but seeing that direct impact confirmed that what we do was about creating connections and changing lifestyles.

Here at Travelocity, I’m incredibly proud of this team, what we did to turn it into a part of the Expedia family. It took fortitude and resilience to get to where we are today. This group rose above and beyond where they were before they entered the company.

Personally, on July 16, 2007, a woman walked into Starbucks where I was grabbing coffee. We met, she became my wife, and the rest is history.”

Greatest Career Accomplishment: “I take real pleasure in seeing people grow day in and day out. We’ve taken a lot of time this year with the people on our team to restate our purpose inside Expedia — restating our values. We did that because the reality is that we’re growing the next generation of leaders for the business. I’m grateful and proud to see them grow and develop.”

