

John Wallace
Vice President of Business Consulting
The Rainmaker Group

John Wallace has more than 20 years of experience delivering revenue management consulting services as well as packaged and custom software to U.S. and international clients in the travel and hospitality industry. This experience includes implementing revenue management solutions at numerous hotels, casinos, airlines, rental car companies, and cruise lines. For 15 years, John served in the capacity of vice president for Manugistics, Talus Solutions, and Aeronomics, Inc., becoming a recognized leader in the practical application of revenue management. Prior to joining The Rainmaker Group, John was responsible for managing and growing relationships with key accounts in the travel and hospitality practice at Acxiom, a firm specializing in customer-centric marketing solutions.