



## BRIAN HACE

### VP Client Service and Leisure, Carlson Wagonlit Travel—North America

As Vice President of Client Services for Carlson Wagonlit Travel (CWT) North America, Brian drives the CWT North American business strategy through management of image, messaging and market growth. He is also responsible for developing and executing specific product and service strategies for the small-midmarket and Leisure business. Based in Minneapolis, MN, he reports directly to Håkan Ericsson, President, CWT North America and Latin America.

Brian is credited with growing the customer base for CWT's industry-leading service platform, *CWT Symphonie*, more than 600 percent in three years, while also securing several key clients. In addition to focusing on the North American marketplace, he also partners with CWT colleagues worldwide to leverage products and services for broader client benefit.

Prior to joining CWT, Brian developed new business models based on innovative technologies and anticipating Internet trends for GE, successfully challenging the company's existing business model and further improving its industry leading position across various markets and client bases.

Brian holds an M.B.A in entrepreneurship from the University of St. Thomas in St. Paul, Minn., as well as an undergraduate degree in mechanical engineering from North Dakota State University. In addition, he has attended several executive training courses through the University of Minnesota and the Jack Welch Executive Training Center in New York