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[Kristen Shovlin, V.P. - Sales Operations and Development](#)



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Kristen Shovlin is Vice President – Sales Operations and Development for Delta Air Lines.

Kristen leads a global team focused on growing premium revenue and enhancing the B2B experience for Sales customers while driving sales strategy and market development. Responsibilities include worldwide customer service centers; strategic technology development; B2B communications and marketing; professional development; and global meetings and events.

Kristen has led advances in technology and customer support, strengthening Delta’s relationship with key corporate and travel agency partners. Named one of the 25 Most Influential Business Travel Executives by Business Travel News, Kristen is known for being a true champion of the customer. Throughout her career, Kristen has held a variety of leadership roles including Managing Director – Sales Operations; Director – Customer Care; Director – Reservation Sales and Services; and Regional Director – Los Angeles Reservations.

Kristen is a board member of the Global Business Travel Association (GBTA) Foundation, The Beat/BTN Group, and an executive sponsor of women’s programs at Delta. Additionally, Kristen is active in a number of industry organizations including GBTA and the Association of Corporate Travel Executives.

Kristen holds a Bachelor of Science degree in Marketing from California State University – Long Beach, College of Business Administration.

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