CAN OZTURK
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EDUCATION

2026 - Present **KELLOGG SCHOOL OF MANAGEMENT | MCCORMICK SCHOOL OF ENGINEERING** Evanston, IL
NORTHWESTERN UNIVERSITY
Candidate for Joint Degree: MBA, Artificial Intelligence, March 2028

- Kellogg Scholarship recipient
- Involvement: AI Club (Marketing & Brand Growth Director), Tech Club (Development Director), Ski Club (Logistics Director), Travel & Hospitality Club (Careers Director), Consulting Club, Kellogg FC, Tennis Club
- MBAi Hackathon: Defined user needs, prioritized features, and used Claude Code to build Kompass, an AI app matching incoming students with classmates by section, orientation trip, clubs, and career goals

2014 - 2018 **PURDUE UNIVERSITY** West Lafayette, IN
Bachelor of Science in Industrial Engineering, Minor in Economics

- Host, Old Masters (Purdue's Executive in Residence Program): one of 50 students selected to host visiting executives, including Accenture CHRO Ellyn Shook, managing her campus wide panels and class sessions

EXPERIENCE

2023 - 2026 **UNITED AIRLINES** Chicago, IL
Insights and Optimization, Senior Analyst - Ancillary Products, June 2023 - June 2026

- Built and prioritized a roadmap of revenue initiatives across a $5B+ portfolio of seats, bags, and upgrades, working cross-functionally with Pricing, Marketing, and Engineering to grow ancillary fees 17% from 2023-2025
- Shaped United's shift to AI-driven dynamic pricing as the ancillary expert on an executive-led ML initiative, defining model features and business rules with Data Engineering for pricing and demand forecasting
- Led end-to-end launch of seat upgrades paid with miles, including conducting customer and financial modeling, securing leadership approval, and implementing the rollout to grow upgrade revenue by 6%
- Developed an Economy Plus (extra legroom) seat mix model with Network Planning that became leadership's standard tool for comparing revenue outcomes and deciding seat configurations across aircraft types
- Directed checked bag pricing strategy, leading a $5 increase in 1st and 2nd bag fees on domestic and short haul international routes and modeling customer price sensitivity and demand to drive 4% baggage revenue growth
- Optimized day of departure international upgrade pricing by partnering with Pricing on a new algorithm using mileage bands, market premiums, and seat availability, stopping revenue leakage from underpriced offers

2019 - 2023 **AMERICAN AIRLINES** Fort Worth, TX
Commercial Planning and Strategy, Analyst III - Loyalty and Indirect Analytics, December 2022 - June 2023

- Spearheaded the overhaul of AAdvantage for Businesses and its Citi card as lead analyst partnering with VPs of Revenue and Loyalty, modeling revenue, costs, and Citi-funded benefits and presenting to top executives, laying the groundwork for a program that grew small business revenue 28% YoY
- Restructured managed corporate account thresholds with new models, adopted as the program standard

Revenue Management, Team Lead - Ski and Hawaii Specialty Market Team, April 2021 - December 2022

- Led a team of four analysts managing seasonal Hawaii and Ski markets and new routes such as Austin to Vail, partnering with Sales and Pricing on multidimensional pricing that improved unit revenue and beat forecasts
- Managed strategic partnerships with ski resorts (Steamboat, Jackson Hole, Vail, Aspen) and Hawaii vacation sellers (Apple Vacations, Costco Travel) via weekly updates and strategy decks to capture peak season demand
- Designed a peak period pricing structure for premium Ski markets such as our exclusive Miami to Jackson Hole nonstop, cutting early premium cabin sellouts 3x and capturing more high value bookings close to departure

Revenue Management, Analyst - Domestic Yield Management, March 2019 - April 2021

- Created a SQL and Excel holiday tool, still the department standard years later, earning Revenue's first Einstein Award and driving a record 15% YoY rise in flown Q4 revenue during COVID through weekly pricing actions
- Conducted federal (GSA) contract bid analysis that helped win key routes including Washington DC and Hawaii
- Designed revenue management trainings adopted department wide and taught new hire classes of 25+

ADDITIONAL DATA

- **TECHNICAL SKILLS:** AI Tools (Claude Code, GenAI, prompt engineering), Analytics (SQL, Python, R, Excel), Data Platforms (Databricks, Palantir Foundry), Visualization (Tableau, Power BI), Six Sigma Green Belt
- **LANGUAGES:** Turkish (native), English (fluent), French (intermediate), Spanish (beginner)

October 30, 2026