



Bruce Charendoff

*Chief Public Policy Officer
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Since 2000, Bruce J. Charendoff has led Sabre's worldwide public policy and government outreach initiatives. Among his accomplishments are the deregulation of the travel distribution industry in the United States and the creation and reauthorization of Brand USA. He has promoted travel and tourism through public private partnerships, facilitated Sabre's technology exports, and advocated on behalf of travelers' rights. He chaired Sabre's foundation and helped develop Sabre's Passport to Freedom initiative to combat human trafficking. He is the current chairman of the Travel Technology Association, the trade group representing global distribution systems, online travel companies, and short term rental companies; he serves on the executive committee of the US Travel Association; and he is a board member of the European Travel and Technology Services Association. He is the founder and chairman of Sabre PAC. The American Society of Travel Agents awarded him its Lifetime Achievement Award. He previously worked in positions of increasing responsibility at American Airlines and Shipman & Goodwin, a Hartford, Connecticut law firm. He lives in Chevy Chase, Maryland with his wife, Sally Rosenberg. He has two daughters and two stepsons.