Mélanie Rossetti



Connectivity analyst

I get travel and transport systems to talk to each other.

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Profile

For more than fifteen years, I have been connecting producers, the companies that create travel products, to the distributors that sell them: API, XML, EDI, CSV. Along the way, I integrated, led, analysed and supported at a hotel software company, a tour operator, a shipping company and travel distribution platforms. Today, at Orchestra, I help producers sell more.

Skills

Data analysis: production data, failed quotes and bookings, price gaps, business volume

Integration: REST API, XML, EDI, CSV, SFTP; from specifications to post-launch follow-up

Consulting: hotel distribution and direct sales, Google Hotel Ads white paper, webinars

Project management: line manager of 6, squad of 4 developers and 1 lead dev, cross-functional leadership

Support and training: incident analysis, documentation, testing, training for teams and partners

Experience

Orchestra (Travelsoft) — Remote · Dec 2023 – present

Connectivity analyst & producer performance — since Sep 2026

- Production analysis and day-to-day producer support so that quotes and bookings go through
- Platform improvements based on this analysis

Project manager — 2025 – 2026

- Led a squad of 4 developers and 1 lead dev

Head of transport — 2024 – 2025

- Managed a team of 6; created a functional airline matrix (depth of offer)
- 11 airlines and 1 GDS delivered in 10 months

Partner integration project manager — 2023 – 2024

- Integrated tour operators, accommodation providers, cruise lines, campsites

CMA CGM, via Klanik — Marseille, remote · Nov 2021 – Nov 2023

EDI / API account manager & business analyst

- Managed connections with freight marketplaces: Inttra, CargoSmart, CargoWise, Dakosy
- Coordinated e-commerce projects with product, sales, operations and partners

Héliades — Aix-en-Provence · Mar 2018 – Oct 2021

E-commerce & connectivity project manager

- Rolled out dynamic pre-packaging with Orchestra: from charter-only to low-cost flights, negotiated fares, new trip lengths and regional departures
- Managed the B2C website redesign end to end: web agency, editorial content, go-live
- Unified product content in a PIM; monitored connectivity errors; trained teams

Interface Technologies (Reservit) — Marseille · Nov 2011 – Mar 2018

Project manager & senior connectivity analyst

- Connected and maintained hotel systems (PMS) and distributors: Booking.com, Expedia, Google Hotel Ads, Weekendesk..., in both directions
- Advised independent hotels and chains (including Logis) on direct sales; Google Hotel Ads white paper, webinars
- Analysed incidents with R&D; handled certifications, documentation and training
- Interviewed by TourMaG (2014): “Connectivity Analyst: the leader in hotel distribution”

SpeedMedia Services

Lyon · Mar – Sep 2011

Functional project manager

- Audited software, wrote specifications and mock-ups; delivered a new back office and dynamic packaging for havas-voyages.fr

Kuoni France

Nice · May – Aug 2010

Event project manager (MICE)

- Prepared proposals, budgets and bookings; managed events on site

Education

- ESCAET, MBA in tourism (class of 2011)
- University of Aberdeen, international relations (2009)

Languages

- French, native
- English, fluent (professional)

Beyond work

- Founder of Les Sherlocks du Voyage, a travel-tech media outlet (since 2020)
- Guest lecturer at IEFT Lyon: design thinking applied to tourism
- Co-founder and host of language cafés
- Violinist in the Ora orchestra (Isère)

Interactive version, with a console game and my CV in JSON and XML: melanierossetti.fr