

ROC & DOC APRIL 10TH 2019 PALMA DE MALLORCA

PROGRAM



Designed by Gilad Visotsky @v_gilad

WELCOME

Welcome to Europe's number one place for the latest trends and news in Revenue Optimization, Digital Marketing and Distribution for the travel and hospitality industry at Melia Palma Bay and Palau de Congressos de Palma, co-located with HITEC Europe 2019– and you are very welcome to attend

You'll want to ROC 'n Roll all day long when you meet our many speakers and delegates. We have a great venue and we will raise the energy level with the best speakers, great music and food

ROC & DOC – PALMA DE MALLORCA

Wednesday, April 10th, 2019

Please note: For qualified ROC & DOC registrants, HITEC Europe in Palma de Mallorca will provide one complimentary, non-transferable registration which entitles the recipient to two days access to the HITEC Europe exhibit hall and general sessions. HITEC Europe concurrent educational sessions are not included. Comp registrations are only available to qualified ROC/DOC attendees directly from the industry and cannot be used by suppliers or vendors, consultants, nor personnel, dealers, distributors, subsidiaries, investors, partners/associates or family members of exhibiting companies. HSMIAI Region Europe will automatically register all qualified registrants directly with HITEC Europe. Your contact information will be provided to HFTP, the host of HITEC Europe, for the purpose of communicating with you about your registration. The ticket to HITEC will be sent directly to you from them. If you prefer to *not* be registered for the complimentary exhibit hall pass, please email us at postbox@hsmiai.eu

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AGENDA

08.00-09.00 REGISTRATION

09.00-09.05 WELCOME

Exhibitor showcase, networking and coffee

Moderator for the day:



Gil Mulders

Head of Learning Europe at IHG - InterContinental Hotels Group and Chair of the HSMAI Region Europe People & Culture Advisory Board

09.05-09.20 INNOVATE & EDUCATE OR DIE

Why the hospitality industry needs to take charge of its own destiny

As we reach the end of the second decade of the 21st century, change is all around us. Travel & hospitality numbers are booming, online bookings are through the roof, mobile is rapidly taking over, and Alexa is on the horizon, but who are the beneficiaries of this? How will the hospitality industry remain relevant when it comes to engaging guests & travellers through technology and analytics? We need to Innovate & Educate or die.

Speaker:



Paul van Meerendonk

Chair of the HSMAI Region Europe Revenue Management Advisory Board and Director Global Advisory Services, IDeaS

09.20-10.00 A MATURE ECONOMIC CYCLE
HITS POLITICAL HEADWINDS

Will the hotel and travel industry feel the chill?

Speaker:



Harald Magnus Andreassen
Chief Economist

AGENDA

10.00-10.05 PITCH / 'COMMERCIAL BREAK'

10.05-10.40 2020 LIGHTENING ROUND PRESENTERS #1

4 Peer-to-Peer Case Studies and Insights, part of the conference series of short, fast-paced presentations by subject-matter experts that explore what revenue management strategies are working, and in what ways.

7 minutes per presenter

1 Important steps you can take right now to improve performance for Meetings and Events

Speaker:



Heather Hart
Meetings & Events Revenue Management Strategy

2 Will hotel Revenue Managers still be needed in 5 years? The great competency shift. Key insights on the massive impact of digital and data technology on the future of Revenue Management in Hospitality

Speaker:



Frederic Toitot
VP Learning & Development Revenue,
Digital & Distribution Global T&C, AccorHotels

3 Winning Back Your Share from AirBNB - *Without data you're just another person with an opinion*

Speaker:



Nicole Bull
Business Development Manager, AirDNA

AGENDA

2020 LIGHTENING ROUND PRESENTERS #1

Continued from last page...

4 Business Innovation and Change Management in Hospitality & recap from Curate - An HSMIAI Executive Insights Forum event

Speaker:



Michael Nowlis
Associate Dean, Samuel Curtis Johnson Graduate
School of Management, Cornell University

5 Predictive Personalization: How machine learning & predictive analytics are revolutionizing direct bookings

Speaker:



Juanjo Rodriguez
Founder, The Hotels Network

10.40-11.10

COFFEE BREAK AND EXHIBITOR SHOWCASE

11.10-11.55

AN INTERACTIVE SESSION

*An interactive session with Chris K. Anderson
in corporation with Scott Dahl*

Speakers:



Chris K. Anderson
Professor, Cornell
School of Hotel Administration



Scott Dahl
Senior Lecturer,
Marketing and Revenue Management,
Ecole hoteliere de Lausanne

AGENDA

11.55-13.00

DIFFERENT VOICES

We have invited some leading CEOs and Commercial Leaders from our industry to share their views on the following and more.

Moderator:



Klaus Kohlmayr
Chief Evangelist
IDEas

Points for discussion:

- What's taken up the most of your time in the last 90 days in your role?
- What's your opinion of the state of our industry today?
- What are your biggest challenges?
- What are your thoughts about Brexit and the talks about the coming recession?
- What are the biggest changes impacting Revenue & Pricing right now?
- What are the biggest changes impacting Distribution right now?
- Global economies and political landscape and how are they changing your working environments?

Panellists:



Michael McCartan, Group Vice President of EMEA



Ricardo Fernandez, MD, DESTINIA



Neus Tarrés, CEO, SANDOS HOTELS



Tomeu Bennasar, CEO, LOGITRAVEL



Javier Cabrerizo, Head of Strategy, HOTELBEDS



Pedro Camara, CEO, TravelgateX



Jaume Monserrat, CEO, DINGUS



Michael Levie, COO, CitizenM

13.00-14.00

LUNCH

14.00-14.25

ROUNDTABLE DISCUSSIONS - SESSION 1

Concurrent sessions held by specialists in their respective fields.

Please note:

- Coffee stations are open during these sessions
- Details of the different discussions can be found on page 9 of this document

AGENDA

14.25-14.50 **ROUNDTABLE DISCUSSIONS - SESSION 2**
Concurrent sessions held by specialists in their respective fields
Same as above

14.50-15.15 **ROUNDTABLE DISCUSSIONS - SESSION 3**
Concurrent sessions held by specialists in their respective fields
Same as above

15.15-15.45 **COFFEE BREAK AND EXHIBITOR SHOWCASE**

15.45-16.15 **BEST PRACTICES**
Brand segmentation, repositioning, efficiency and transformation
Speaker:



Fernando Vives
Chief Commercial Officer, NH Hotel Group

16.15-16.20 **PITCH / 'COMMERCIAL BREAK'**

16.20-16.35 **2020 LIGHTENING ROUND PRESENTERS #2**
2 Peer-to-Peer Case Studies and Insights, part of the conference series of short, fast-paced presentations by subject-matter experts that explore what revenue management strategies are working, and in what ways

7 minutes per presenter

1 How To Drive More Profitable Hotel Revenue

Speaker:



John Gallagher
Sales Director EMEA Duetto

2 How to use AI and Personalisation to Maximise your Direct Bookings

Speaker:



Frank Reeves
Co-founder and CEO, Avvio

AGENDA

16.35-17.15

REDUCING DISTRIBUTION COSTS

A presentation followed by a panel debate with Spanish and other European leaders

Moderator:



Pablo Delgado
CEO at MIRAI

Panellists:



Einav Guez, Customer Success Manager,
Fornova



Michael Mernagh, Head of sales Europe,
OTA insight



Luis Hurtado de Mendoza, Senior Director,
Key and Distribution Accounts EMEA-
LATAM at Expedia, Inc.



Sergio Juan Lozano, Director of
E-Commerce, Sales, Marketing &
E-Distribution at BlueBay Hotels



Juan Campins Crespi, Ecommerce & direct
sales corporate director at Bahía Príncipe
Hotels & Resorts

17.15

NETWORKING

Network reception together with HITEC

Light food and drinks served

19.00

HSMAI PARTY

Join us for drinks, light food and networking

ROUNDTABLE DISCUSSIONS



1 Frederic Toitot
VP Learning & Development Revenue, Digital & Distribution Global T&C, AccorHotels

How to build a performing and sustainable commercial team (Sales, RM, Distribution) in a strongly disrupted Hospitality environment?

Key insights on the best practices for sourcing, recruiting, developing and retaining Star Talents.



3 Pablo Sánchez
Metasearch Business Development, Mirai

Book on Google, present and future



4 Yamina Haif
Revenue Management Consultant, Infor

How to build a Revenue Management Culture - It's all about communication!

Join us to discover how Revenue Managers can improve their communication and work towards a whole team collaboration within their hotel, resulting in a more cohesive strategy and ultimately better bottom line profit.



2 Patricia Diana
Sales Manager, Spain & Portugal, IDEaS

Revenue Science – how today's consumers and consumer tech are driving the industry towards data & analytics innovation

Discuss with your colleagues and experts from the industry the importance of advanced analytics and automation to address the growing challenges of big data. This session will guide revenue managers, general managers and commercial directors on how to ensure you can outperform the competition using the latest innovations in revenue management and analytics.



5 Alda D. Egurrola-Wienke
Strategic Accounts Executive, Cvent Hospitality Cloud

MICE Business: a state of the industry and a vision into the future

It's a great time to be in the hospitality business. But while events and meetings are more popular than ever, it's also a time of change –and the challenges and opportunities that come with transformation. By taking a closer look at these elements and implementing best practices for each, your venue can truly own the MICE experience. So, let's discuss the Tips and Trends to help you do just that.

ROUNDTABLE DISCUSSIONS



6

Marjolein Meeuwissen

Lecturer Marketing at the Academy of Hotel Management, Breda University of Applied Sciences



Wouter van Tankeren

Lecturer Marketing & Revenue Management | Sustainable Strategic Business Design, Breda University of Applied Sciences

Developing our future talent for industry success

What does the industry expect from a hotel management graduate in the field of revenue management & marketing? But we are ok with the other one as well, up to you!



8

Einav Guez

Lead Customer Success Manager
Fornova

What are the biggest distribution challenges hotel chains are faced with today?

Creating a distribution strategy as opposed to tactics. The alternatives for aligning properties with a chains distribution strategy



7

Michael Mernagh,
Head of Sales, Europe and Africa,
OTA Insight

The current state of hotel parity

How is the hotel parity landscape in Europe affecting your pricing and distribution strategy? To help you find effective ways to monitor and work with OTAs, Metasearch and Wholesalers for maximum revenue, we breakdown:

- Causes of rate disparity
- European parity performance trends
- Channel performance- which channels are the biggest offenders?
- The numbers behind rate parity and how does your hotel compare?
- Strategies to manage and prevent rate disparity



9

Begoña Borrego
Revenue Management Expert

Revenue vs Marketing. How revenue managers and marketers can achieve greatness



10

Heather Hart
Revenue Management Expert

Revenue Management for Meetings & Events

ROUNDTABLE DISCUSSIONS



11 Cristina Blaj
Sales Director EMEA,
Duetto

Simplify Your Pricing Process

Use technology to unlock your data and automate daily pricing so you can spend more time formulating a strategy.



12 Chris McGuire
Managing Partner, 80 DAYS

Why Book Direct?

What are the challenges to booking direct? Where are the opportunities to drive more business direct? How can you get the most out of digital marketing and online distribution?

SPEAKERS



GIL MULDERS

IHG's Head of Learning in Europe, Gil Mulders sports a long and varied career in hospitality, as Front Desk Manager, then Training Manager at Crowne Plaza Brussels, Reception Manager at QMH UK Limited, Guest Relations Executive at Hilton Worldwide, and Assistant Night Manager at Europe InterContinental Brussels, as well as eco tourism in America – but more on that further down the road.

He holds a Master in International Politics from l'Université libre de Bruxelles, and contributed to IHG's best in class HR team which won several awards, such as Aon – Best Employer Global in 2017, the same year that his team was appointed IHG's Chief Learning Officer – Learning Elite Organization. Add the JobCrowd Awards – Best Company in Training / Best Graduate Programme in Hospitality & Leisure to that, as well as the UK Top Employer 2018 award, and you get the idea.



PAUL VAN MEERENDONK

Paul Van Meerendonk is Director of Advisory Services at IDEaS, a leader in providing the hospitality industry with the latest revenue management software solutions and advisory services, where he leads a global team of revenue management and pricing experts who are focused on hospitality revenue optimization projects. Prior to joining IDEaS, Paul was an Asset Manager with Jones Lang LaSalle Hotels, working on various assignments in the UK and Europe on behalf of investors, banks and financial intuitions. His work was aimed at ensuring property performance and return on investment through interaction with, and auditing of, hotel management.

SPEAKERS



HARALD MAGNUS ANDREASSEN

Harald Magnus Andreassen is a specialist in development in finance and financial markets, in Norway and internationally. He analyses the global economy and has been ranked as the best economist in the financial industry in Norway the past 20 years. As Chief Economist for several banks he is often on television and in the media in general. Harald Magnus is a graduate of economics from the University of Oslo, has worked in the Norwegian Banking Association (now Finance Norway), Econ and as chief economist in Elcon, First Securities and Swedbank. He will be updating us on the economic picture and what it will mean for our industry. Andreassen is a popular speaker.



HEATHER HART

Heather has for many years helped hotels and conference venues to see the power behind a dynamic pricing strategy for meetings and events, and she pioneered the creation of a cloud-based tool that provides comprehensive demand profiles, performance measurement and selling strategy models. She is a creative and dynamic leader with proven expertise, specialising in helping hotels improve their strategy and performance of Meetings & Events business.

Heather brings passion, experience and a practical approach to driving results. Heather has gained many years of experience in Rooms Management, Systems Training, Sales & Marketing and Revenue Management in both Rooms and Meetings & Events.

During her diverse career, Heather has worked for a wide variety of hotel companies, at properties large and small, city centre and provincial.

SPEAKERS



FREDERIC TOITOT

VP Learning & Development
Revenue, Digital & Distribution
Global T&C, AccorHotels

Frédéric has significant strategic leadership experience gained in a complex corporate environment within the hospitality industry. An individual with a strong commercial and visionary focus and an excellent track record of successfully managing & developing talents in hospitality, as well as designing Revenue Management, Pricing & Distribution Learning & Development programs



NICOLE BULL

Nicole is responsible for business development at AirDNA. Originally from the UK but brought up in the Netherlands, Nicole spent 11 years in Mexico, where she developed a comprehensive skill set and knowledge base in the hotel, tour operators and real estate industries. Since 2018, Nicole and her team have been based in Barcelona, where she focuses on sharing the metrics and actionable insights that vacation rental data can bring to the travel, hospitality, and PropTech industries

SPEAKERS



MICHAEL NOWLIS

Michael Nowlis is Assistant Dean of the Samuel Curtis Johnson Graduate School of Management Cornell University. A US citizen who lived in Europe for 30 years, Nowlis held numerous management positions at both the corporate and unit level. He previously worked for Cornell as Lecturer and Director of the IMHI MBA program in Paris. Nowlis served as Dean of the Center for Corporate and Professional Education at Stevens Institute of Technology (USA), Director of the Senior Executive Program at London Business School (UK) and Director of the TIO International Executive Program at Stockholm School of Economics (Sweden). His other educational posts have included Department Chairman at Johnson & Wales University (USA) and Professor at the Centre International de Glion (Switzerland).



CHRIS K. ANDERSON

Chris K Anderson is a Professor at the Cornell School of Hotel Administration. Prior to his appointment in 2006, he was on faculty at the Ivey School of Business in London, Ontario Canada. His main research focus is on revenue management and service pricing. He actively works with industry, across numerous industry types, in the application and development of RM, having worked with a variety of hotels, airlines, rental car and tour companies as well as numerous consumer packaged goods and financial services firms. Anderson's research has been funded by numerous governmental agencies and industrial partners and he serves on the editorial board of the Journal of Revenue and Pricing Management and is the regional editor for the International Journal of Revenue Management. At the School of Hotel Administration, he teaches courses in revenue management, data analytics and service operations management.

SPEAKERS



JUANJO RODRIGUEZ

Senior Lecturer – Marketing and Revenue Management

Ecole hoteliere de Lausanne

Scott Dahl is a Senior Lecturer in Marketing and Revenue Management at Ecole hôtelière de Lausanne. A veteran of over 30 years in the hospitality industry, Scott has held various senior level Revenue Management leadership positions including Vice President of Revenue Management at Hersha Hospitality Management and Senior Vice President of Revenue Management at Sunstone Hotel Properties. In 2006, Scott was recognized by HSMAI as one of the top 25 extraordinary minds in hospitality sales, marketing, revenue optimization.



JUANJO RODRIGUEZ

Founder, The Hotels Network

A digital and marketing entrepreneur, Juanjo Rodriguez is the Founder of technology company The Hotels Network, working with hotel brands globally to strengthen their relationship with guests and increase direct bookings. Coupled with his experience as Founder over 15 years ago of Duplex, a popular marketing agency in Spain, Juanjo is a leading authority on strategic digital marketing campaigns. With a focus on educating hoteliers on the benefits of new technology such as predictive personalization and machine learning, Juanjo is a regular speaker at hospitality events and educational organizations.

SPEAKERS



KLAUS KOHLMAYR

Chief Evangelist, IDEaS

His role is to challenge existing thought processes, create stimulating conversations and help bring to life the future of Revenue Management and Pricing in travel. He has been challenging the status quo for the last 20+ years. At InterContinental Hotel Group he led the implementation of next generation RM technology, co-developed and tested the first approaches to dynamic pricing and was recognized for his efforts in building an industry leading revenue culture. He helped launch hotel brands in China and developed sales and marketing strategies in Japan. Joining IDEaS in 2007, he started their global consulting division and led a team to build the world's first group price optimization and function space RM proof of concepts in a real-world environment. At TSA Solutions he led the company's global commercial, operations and strategic partnership initiatives before rejoining IDEaS in 2017.



MICHAEL MCCARTAN

Group Vice President of EMEA

Michael joined Duetto as managing director for Europe, the Middle East and Africa in 2014 to spearhead the rollout of the Revenue Strategy technology company throughout the region. He directs the vision and execution of Duetto's rapid growth there from the company's London office. Prior to that, he served as CEO of eRevMax and other senior positions there, overseeing the daily operations of the Rate Tiger and Simple Distribution brands. Before that he served as vice president of product management at Pegasus Solutions. A specialist in software product management, business development, technical pre/post-sales and overall project management, he has over 15 years experience in the hospitality industry. He is a frequent speaker and panelist at major travel industry events across EMEA. McCartan has an engineering degree from the University of Cape Town and a business degree from the Open University.

SPEAKERS



NEUS TARRÉ

Deputy CEO
at Sandos Hotels & Resorts

She developed her career at the Hotel Industry in Mallorca and has a SEP focused in Tourism & Travel from IESE Business School. Strategy, Marketing, Sales and Technology are her focus nowadays in the company. Family and sports are her focus outside of work. She would describe herself as competitive and passionate of what she does. *“The better my competitors are the better I will be, I never give up :)”*



JAVIER CABRERIZO

Head of Strategy, HOTELBEDS

Javier cabrerizo has over 10 years of experience in designing strategies for global leading corporations across several industries, both as an external advisor and a corporate executive. During the last 5 years he has led the global corporate strategy for Hotelbeds, defining the strategic priorities, redesigning the value proposition and supervising key milestones such as the acquisitions of GTA & Tourico.

SPEAKERS



JAUME MONSERRAT
CEO, DINGUS

Jaume Monserrat studied Computer Science at the University of the Balearic Islands and has a MBA from the EAE Business School. He currently combines his activities as the head of the HITT Group (corporate of Dingus and Etoolinnovation) as CEO and co-founder, with the presidency of the International Cluster of Information and Communication Technologies applied to Tourism (Turistec). Jaume has been the director of Systems and Communications at Riu Hotels & Resorts, head of organisation and systems for the incoming Mediterranean Travel Services and he co-founded and directed the company Axis Data. In 2004 he launched Etoolinnovation, the software design company for the tourism sector, from which Dingus was born (2008), to dedicate itself to the hotel distribution business, which became international in Mexico a few years later.



RICARDO FERNANDEZ FLORES
MD, DESTINIA

Ricardo Fernández Flores is Managing Director at Destinia. Previous to this Ricardo developed his professional career in the travel tech industry as CEO of the Swiss based bedbank Wozozo. He holds a Business Administration degree and has been linked to the technological entrepreneurial field from the beginning of his career.

SPEAKERS



TOMEU BENNASAR

CEO, LOGITRAVEL

Tomeu Bennasar is a Computer Science Engineer from the Balearic Islands University and has an Executive MBA from IESE Business School. He now has more than 15 years of experience in the tourist vertical.

He started working as a web application developer for travel agencies before he also joined Toolfactory in 2002 as a project manager.

In 2004, he joined Logitravel's foundation, being in charge of all Marketing Activities until he was appointed as Managing Director in June 2008. In July 2017, he became Logitravel's Group CEO, his main mission being to drive the strategic development for the group's new businesses.



PEDRO CAMARA

CEO, TravelgateX

Founder of TravelgateX; the Global Marketplace for the Travel Trade. After years of working for the leading internet companies in Spain he decided to work autonomously building a vacation rental booking engine. During this time he co-founded an internet consultancy dedicated to building web applications. In January 2011 he moved to Mallorca and founded XML Travelgate, a tech company focused on the development of XML integrations for the travel industry. TravelgateX aims to help travel agencies and other companies in the travel industry, by streamlining connectivity with any kind of travel product suppliers, such as airlines/flights, hotels, tour operators, car rental agencies, ferries, railway and transfers.

SPEAKERS



MICHAEL LEVIE

COO, CitizenM

Upon graduating from Essec Mba in hospitality management (IMHI Cornell / Essec), Michael worked for various international hotel chains including Sonesta International Hotels Corporation and NH Hotels all over the world. As Vice-President of Operations he managed large hotel portfolios. Michael also worked for SynXis, where he started and headed the European office. Michael Levie is currently a founding partner and in charge of operations at citizenM hotels.



PATRICIA DIANA

Sales Manager at IDEaS Revenue Solutions for Spain & Portugal, with more than 15 years' experience in Revenue Management implementation in hospitality: team training, Revenue Management culture, processes audit, management optimization in areas such as segmentation, distribution, pricing, product, demand forecasting, online reputation, business intelligence, etc. Lecturer in different university programs and speaker in different Revenue Management events. Incompany training for hospitality companies.

SPEAKERS



PABLO SÁNCHEZ

Metasearch Business Development, Mirai Metasearch Facts based, analytical, results oriented, committed, positive, and energetic professional with more than 15 years of experience in the Travel industry. He consider himself a citizen of the world as he has lived in 8 cities in 4 different countries, thanks to which he is quite multicultural, open minded, flexible and adaptable.

Not afraid of Challenges, passionate about Innovation and learning new things. Able to connect the dots between the technical and the business side. Experience in Business Intelligence, Digital Transformation and Building & Leading high performance Teams.



YAMINA HAIF

Revenue Management Consultant, Infor

Experienced Regional Director of Revenue Management with a demonstrated history of working in the hospitality industry. Skilled in Distribution, RMS, E-commerce, Hotel Management, Revenue & Profit Growth, Project Management and Hospitality Industry.

SPEAKERS



ALDA D.
EGURROLA-WIENKE

Strategic Accounts Executive,
Cvent Hospitality Cloud

She is a senior hospitality sales executive with close to three decades of experience in the upscale, luxury and group markets in Asia, Europe, Latin America and the United States. Her property background as a (Regional) Director of Sales & Marketing is a helpful foundation for the partnerships with larger European hotel chains she currently manages on behalf of Cvent, assisting them on the road to find the balance between the growing importance of the digitalisation and helps them grow their MICE and corporate travel business. Having worked with US based corporations for many years, she enables a fluid collaboration between that corporate culture and the variety of European mindsets and work methods.



MARJOLEIN
MEEUWISSEN

has worked 12,5 years in the industry in different sales and marketing positions, started in Hotel The Grand, Amsterdam in corporate sales. Her last job was Regional Director of Sales for PPHE Hotel Group. Since more than 10 years now as a Lecturer Marketing at the Academy of Hotel Management of Breda University of Applied Sciences (former NHTV). Breda University of Applied Sciences are an ambitious, relatively young hotel management school in the Netherlands. Preparing students for the industry is motivating and sometimes challenging, working with students is very inspiring. Which skills and knowledge should our future talent possess?

SPEAKERS



WOUTER
VAN TANKEREN

Lecturer Marketing & Revenue Management | Sustainable Strategic Business Design.

My career started a little over 10 years ago in F&B, to Conferences & Events (Sales), but I am currently specializing more towards Business Process Management and Information Science. I am myself a graduate of Hotel Management from Breda University of applied sciences (BUas), where I now support students in evolving their critical thinking skills and ability to question what is in front of them. BUas distinguishes itself in how we strive to help students become the professionals they want to be, and aim to align that with what our industry needs them to be. In line with BUas' philosophy of active and collaborative learning I like to see myself as a 'learning facilitator' rather than a lecturer.



MICHAEL MERNAGH

Head of Sales, Europe and Africa, OTA Insight

Michael is the Head of Sales at OTA Insight for Europe and Africa. He is responsible for engaging with local and global hospitality partners to help address their challenges by providing business intelligence tools and insights that can effectively integrate into their digital solution landscape.

Michael has over 20 years of experience working with a variety of industries to introduce digital technology, solutions and insights through computing and SaaS platforms from blue chip technology companies including Oracle, IBM, Microsoft and Intel. Michael's extensive experience in market transformation will help accelerate our partners' ability to capitalise on digital and data solutions that help optimise business in hospitality, a sector with a growing appetite for technology and business intelligence.

SPEAKERS



EINAV GUEZ

Director of Customer Success
Manager, Fornova

Einav Guez is an Experienced Customer Success Manager with a demonstrated history of working in the internet industry. Skilled in Search Engine Optimization (SEO), Sales, Hospitality Industry, Pricing Strategy, and Leisure Industry. Strong support professional with a Master of Business Administration - MBA focused in Marketing of The Hebrew University of Jerusalem.



BEGOÑA BORREGO

Begoña has an extensive background within some of the best leading hotel chains like The Ritz-Carlton Hotel Company, Melià Hotels International, IHG and Almanac Hotels. She has more than 10 years of experience as Director of Revenue Management learning from the best professionals and teaching to the best talents. Throughout her career, she has participated in the opening of some important properties such as the first Bulgari Hotels & Resorts worldwide in Milan, the ME Barcelona (Lifestyle brand for Melià Hotels International) and most recently the launch of the Almanac brand with the first Almanac hotel in Barcelona. She has also had the opportunity to be part of some Task Force teams as the Revenue Leader for the pre-opening tasks of the flagship of the Meliá lifestyle brand, the ME London, and also for the conversion of the Hilton Valencia into the new Melià Valencia Palacio de Congresos.

SPEAKERS



CRISTINA BLAJ

Sales Director EMEA, Duetto

She started her career journey with a double degree in International Relations-Geopolitics and Law, moving from international diplomacy to earning extensive experience in the travel and hospitality sector, running a bespoke tour-operator business for more than 7 years, to focusing on technology for hotels, currently acting as a consultant for the hospitality industry recommending revenue optimization solutions.



CHRIS MCGUIRE

Managing Partner, 80 DAYS

80 DAYS is a creative & digital marketing agency specialising in the hotel & hospitality industry.

With a background in web development, SEO, online advertising and analytics, Chris has worked with a range of hotels brand around the world including Movenpick Hotels & Resorts, The Red Carnation Hotel Collection, Gleneagles and The Ritz London to name a few. Passionate about making digital channels work as hard as possible for travel businesses, Chris leads the day-to-day running of 80 DAYS' service delivery by their team of industry specialist.

SPEAKERS



FERNANDO VIVES

With close to 20 years' experience in the hospitality industry, Fernando leads NH Hotel Group's global commercial team and is a member of the Management Committee. As Chief Commercial Officer his responsibilities include sales, revenue management, trade marketing, distribution, B2B Digital Sales, business development and groups / transient Worldwide Central Reservation Offices, including customer care. He is an expert on Revenue Management, Commercial practices and distribution with experience both in the urban and resort arena and operating hotels in all continents.



JOHN GALLAGHER

Sales Director EMEA Duetto
Dynamic and energetic multilingual professional with extensive experience working with a cross-section of c-level executives.

Commercially minded, with a network spanning Europe and the Americas, John thrives off building valuable partnerships to develop complex solutions that deliver real, quantifiable results.

Specialising in Revenue Strategy, Duetto's SaaS technology provides travel industry "big data" to help hotels increase forecast accuracy, optimise demand, maximise rates and minimise costs Leveraging a cutting-edge, cloud-based architecture, combined with a feature-rich product set, Duetto transforms the way hotels price and sell rooms.

SPEAKERS



FRANK REEVES

Co-founder and CEO, Avvio

Frank has acquired a reputation for being one of the top innovators in travel technology. Since co-founding hotel technology company Avvio in 2002, Frank has become the brand.com champion by developing cutting-edge technologies that enable outstanding growth in direct bookings, while reducing their dependence on online travel agent channels. Launching Allora in 2017, Frank placed Avvio as the first company in the world to provide the hospitality industry with a booking engine powered by artificial intelligence.



PABLO DELGADO

CEO at MIRAI

Experienced Chief Executive Officer with a demonstrated history of working in the leisure, travel & tourism industry. Skilled in digital strategy, sales distribution to optimize net RevPar (GopPar), and moving OTA sales to the direct channel. Strong business development professional graduated from University of Virginia - Darden Graduate School of Business Administration.

SPEAKERS



**LUIS HURTADO
DE MENDOZA**

Senior Director, Strategic Accounts
EMEA-LATAM at the Expedia
group

Luis Hurtado de Mendoza is responsible for the Expedia group's relationship with some of the world's leading hotel chains in Europe, the Middle East, Africa and Latin America.

With over 20 years' experience in the hospitality industry, Luis is an expert at providing strategic direction to help maximize hotel partners' business, as well as encourage new product and technology adoption in hotels. Prior to his current role, Luis worked for almost five years as Key Account Director for the Expedia group and previous to that, in a business development role for the company. He began his career as a sales manager for the Mirai Hotel Technology Company brand.

Luis holds a degree in Law from the Autonoma University in Madrid.



**JUAN CAMPINS
CRESPI**

Ecommerce & direct sales
corporate director at Bahía Príncipe
Hotels & Resorts

Born in Palma de Mallorca, Spain, Juan Campins holds a degree in Economics as well as an MBA from Instituto de Empresa. Juan started his professional endeavor in international consultancy firms such as Ernst & Young and Deloitte before jumping into the tourism industry ten years ago in the hands of Grupo Piñero, a leading vertically integrated travel & hospitality group in Spain. Four years later, he was given the opportunity to lead the digital transformation of the Ecommerce & Direct Sales channels for Bahia Principe Hotel & Resorts, transforming the commercialization, designing and executing the digital strategy for the end client and evolving the technological & marketing stack. Passionate about his work and in continuous search of new ideas & business models that can ultimately add real value to the company.

SPEAKERS



**SERGIO JUAN
LOZANO**

Sergio Juan has an extensive education as IESE MBA, as IE GMP, and as Electronic and Industrial Engineer.

For over 18 years he has developed his career within companies such as Google, Allianz, IBM, Iberostar, PortAventura or Bluebay, in areas of General Management, Marketing and Sales. Passionate about Corporate Venturing. Living and working in 6 cities in 4 different countries has given him a cross cultural mindset of high value in a global business world. As Global Director of Marketing & Online Sales, Sergio leads the Digital, Marketing and Commercial modernization transformation of Bluebay worldwide. Pushing commercial growth in Europe, Americas & EMEA, with several projects, related to Innovation, Marketing & Revenue. At Port Aventura and Iberostar, Sergio worked with big investment funds such as KKR, leading strategic development of Social Media, CRM and a modernization of both Brands.