

# **Hotelbeds Group update on Product Management strategy**

Submitted by AnnaMonreal on Thu, 04/10/2018 - 11:14

- Structure confirmed for newly launched Product Management department
- This follows January confirmation of Peter Mansour as Product Management Director
- By end of year technology platform will be fully integrated for all the Group's brands

**Palma, 4<sup>th</sup> October 2018.-** [Hotelbeds Group](#), the world's leading bedbank, has today provided a further update on the strategy and plans behind the recent launch of the Product Management department, following the integration of Tourico Holidays and GTA into the Group last year.

The Product Management department – which only came in to creation at the end of last year – has now confirmed its senior leadership structure. This follows the news in January confirming that Peter Mansour will be the Director of the Product Management department, where he acts as the bridge between the commercial and technology functions to ensure a consistent and aligned approach to product management across the Group.

The leadership team of Product Management will be made up of nine executives, encompassing roles for a Chief of Staff and a leader covering each of the eight key areas: Finance, CRM, and Backoffice applications; B2B Web clients; Client API; Supplier Web & API; B2B2C; Applied Science; Core Platform; and Product Performance.

Today's news forms part of the continuation of the Group's announcement in the spring, when the top 350 managers in the newly revised structure were announced, combining the best talent from Tourico Holidays, GTA and Hotelbeds.

This also follows the recent news confirming that all of the Group's bedbank brands – Hotelbeds, Bedsonline, Tourico Holidays, and GTA – will all be transitioned onto one technology platform by the end of this year.

**Carlos Muñoz, Bedbank Managing Director at Hotelbeds Group** states, "Peter's wide ranging product management experience in companies such as Microsoft and eBay has enabled him to quickly inject some innovative thinking into our Group. He has established a clear strategy for the Product Management department and already they are delivering benefits for our partners everywhere. This is clearly a winning leadership team and I know they'll make an enormous contribution to finding more cost effective and revenue-generating ways of connecting our 170,000 plus hotels to our 60,000 plus travel intermediaries globally."

**Peter Mansour, Director of Product Management**, said "It was a great honour to be chosen to lead the establishment of the Product Management function at such a key moment of the integration of GTA and Tourico Holidays into the Group. Over the last six months we have all worked hard to establish the department and decide on the optimum team structure, combining the best-of-the-best from the three companies. Together we look forward to delivering even greater value to all our partners everywhere."

## About Hotelbeds Group

Hotelbeds Group is the world's leading bedbank.

The Group's proprietary technology helps providers of travel services distribute their offering to travel sellers globally via an easy-to-use, advanced technology platform that increases reach, revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds, Bedsonline, Tourico Holidays and GTA brands, the company connects over 60,000 travel intermediaries across more than 140 source markets globally with travel providers in over 200 countries representing more than 170,000 hotels, 24,000 transfer routes and 18,000 activities.

In September 2016, the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB). In June 2017, Tourico Holidays became part of Hotelbeds Group, followed by GTA also joining the Group in October; both companies remain independent brands whilst they are being integrated into the Group.

The Group is headquartered in Palma de Mallorca, Spain.

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## Hotelbeds Group Media contacts

### Arenalia Comunicación

Laia Jardí · [ljardi@arenalia.com](mailto:ljardi@arenalia.com)

Cristina Vilà · [cvila@arenalia.com](mailto:cvila@arenalia.com)

Tel. +34 660 201 020

## Media Relations & Corporate Affairs

Roman Townsend

[rtownsend@hotelbeds.com](mailto:rtownsend@hotelbeds.com)

Tel. +34 619 988 580

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