

Hotelbeds welcomes Pippa Williamson as new VP Commercial for APAC

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Palma, Spain, 5th September 2022 – After one of the busiest summers in recent times, and now that most of APAC's borders have been opened, [Hotelbeds](#) is delighted to announce the appointment of Pippa Williamson as its new VP Commercial for APAC.

Based in Hong Kong and reporting to Hotelbeds' SVP Commercial, León Herce, Pippa will lead all core commercial activities across the region while growing the relationships with Hotelbeds' suppliers and clients across APAC.

Pippa holds an impressive track record gained from her extensive career in the APAC hospitality sector. With almost twenty years of experience in standout commercial leadership positions, Pippa has worked with some of the world's leading hotel companies like Marriot, Starwood Hotels, and most recently, Shangri-la.

Announcing the appointment, **SVP Commercial for Hotelbeds, León Herce**, said: "Her strong background working in leadership positions across major hotel companies, her impressive experience in the China market, as well as her almost fifteen years of operating in APAC will undoubtedly boost our activities in the region and ensure we are prepared to capture the emerging opportunities in this diverse and unique region. Pippa is a leader with integrity who loves challenges and has a huge appetite for success".

Pippa added: "I am very excited about this new challenge. After the years of uncertainty we have experienced, I believe we have tremendous opportunities ahead of us and now is the time to seize them. I look forward to working with the team of an industry leader like Hotelbeds and to continue to grow our business in APAC."

About Hotelbeds

Hotelbeds are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach spaces. Our unique blend of technology, data and passionate people serves as a catalyst for B2B travel players aiming to unlock their full potential.

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