

# [Hotelbeds expands Executive Leadership Committee](#)

Submitted by superadmincmshb on Fri, 31/03/2023 - 08:44

**Palma, Spain, 16 January 2023** - [Hotelbeds](#) has hired Daniel Nordholm in a newly-created leadership position focusing on enabling financial services. Starting today, Daniel will be part of the company's Executive Committee and report directly to CEO, Nicolas Huss.

He will be based in his native Sweden, where he has held a number of senior positions including Chief Technology and Chief Product Officer roles over his 20-year career. At Hotelbeds, Daniel will be responsible for driving new products in the financial services arena that will offer transformative solutions for both the company and the wider travel ecosystem.

Nicolas Huss said: "I'm delighted that Daniel has joined Hotelbeds. His extensive international experience in finance and payments, as well as his collaborative and innovative approach, will make him an asset to our company and help us on our growth trajectory."

Daniel added: "As a TravelTech leader, this is an exciting time to join Hotelbeds as the business continues to transform and innovate and put its partners at the heart of everything it does. I'm looking forward to helping build on this success and adding new product streams as we continue to be the global B2B partner of choice."

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## **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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