

bd4travel GmbH
Rödelheimer Bahnweg 23
60486 Frankfurt am Main
Germany

bd4travel Ltd
c/o Travel Technology Lab
6th Floor, 2 More London Riverside
London SE1 2RR,
United Kingdom

bd4travel

Press Release

13th February 2018

bd4travel announces Sean McDonald as Chief Commercial Officer

London (UK) – bd4travel, a leading provider of AI-driven real-time personalisation for travel businesses, today announced the expansion of its leadership team, with the appointment of Sean McDonald as Chief Commercial Officer. Sean brings over 20 years' experience in leading international commercial teams gained through roles at companies such as Expedia (Senior Vice President Worldwide Sales and Marketing, Expedia Affiliate Network) and Secret Escapes (Chief Sales Officer). In his new role, he will be overseeing the revenue and sales development of bd4travel.

Sean McDonald comments: "I'm really excited to take on this role at bd4travel. I have been looking for a growing company with an outstanding product and bd4travel is ready to accelerate. I have worked in the industry for many years and have not often come across revolutionary products – this is a platform that has potential to change the way travel is sold. But it is just at the early stage of commercialisation and I am delighted to have the chance to shape how we understand and address the needs of our current and future clients"

Andy Owen-Jones, CEO bd4travel: "We are thrilled to have someone of Sean's stature and experience joining bd4travel at such a pivotal time for the company. We are growing in 11 markets, securing deeper relationships with travel businesses across the industry, and continuing to lead the field in intelligent personalisation for travel. Sean brings extensive experience, deep expertise and a unique network that will set the stage for our growth into 2018 and beyond."

Simon Breakwell, Chairman of bd4travel added, "Sean is a proven sales leader and has deep understanding of the industry. We think he is exactly the right person to take the company to the next level."

bd4travel at TTE

Meet Sean McDonald and the bd4travel team at Travel Technology Europe 2018, Stand No. TT48 – here, AI-driven personalisation technology is bringing online travel to a new level.

Photo of Sean McDonald

<http://bit.ly/2EQHwfh>

About bd4travel

bd4travel is intelligent personalisation for travel – providing digital empathy and personal engagement with anonymous customers. The company was launched in 2013 by three former colleagues who realised that booking travel online is often tedious and inefficient. With collective expertise in data and travel technology, including positions at Traveltainment, Amadeus, Virgin Atlantic, British Airways and Yahoo, the founders joined forces to improve the way travel is sold. bd4travel's solutions are recognised by leading travel organisations such as Phocuswright, Travolution and Travel Technology Europe. The company received multi-million euro venture capital funding in a round led by Hoxton Ventures and Talis Capital. bd4travel is based in Frankfurt, Germany and London, UK.

Press contact

Helge Moser, Marketing Director, +49 69 24 74 71 82 16, helge@bd4travel.com