

HSMAI Region Europe Distribution Advisory Board in Operation

On Wednesday 6th July 2016 HSMAI Region Europe Distribution Advisory Board officially started its operation with our first meeting this week.

“Distribution has previously always been part of the Revenue Management Advisory Board, but recently the feedback we have received shows there is need to focus more on Distribution specific topics. Therefore Distribution needs its own Advisory Board,” says Ingunn Hofseth, President & CEO of HSMAI Region Europe.

“Having said that, HSMAI Region Europe wants to make sure that the Advisory Boards don’t operate in silos only but that we will share information across the disciplines and Advisory Boards. This will happen twice a year: once at the Leadership Day that takes place in September, and again by the end of March 2017 at the many Think Tanks in conjunction with the Revenue Optimization Conference ROC Europe,” Hofseth continues. [Click here](#) to read more about ROC Europe collaboration with HITEC Amsterdam in March 2017.

The next meeting of the HSMAI Region Europe Distribution Advisory Board will take place at the end of September in Southern France in conjunction with the HSMAI Region Europe Leadership Day.

HSMAI Region Europe Distribution Advisory Board currently consists of:

Chair: Nina Nieminen, Director of Revenue management and

distribution, Sokos Hotels – SOK Travel and Hospitality
Industry Chain Management

Vice Chair: Richard Biggs, Senior Vice President – Revenue
Optimization & Distribution, The Rezidor Hotel Group

Michael Hucho, Vice President Distribution Central Europe,
AccorHotels

Adriaan Coppens, Co-Founder and CEO, OTA Insight

Ralf Denke, Vice President e-Business, Deutsche Hospitality

Nils Korsvoll, Vice President Distribution, eBerry by Nordic
Choice Hospitality Group

More advisory board members will be added in the near future.

If you are interested in learning more about the HSMIAI Region
Europe Advisory Boards, would like to get involved or seek
information, please get in touch with Rokselä at rm@hsmiai.eu