

# Margitte Verkruijsse-Reiner joins HSMIAI Region Europe team

HSMIAI Region Europe have hired Margitte Verkruijsse-Reiner part time until mid-June, to coordinate and finalise the content for the Digital Expert programme for HSMIAI Region Europe.

Her last job was at SnapShot, where she worked with business development related to educating customers of all sizes, on data, analytics and demand management. Her attention for detail, great sense of humour and dogged perseverance resulted in a large number of European independent hotels, groups, but also global brands, being introduced to the SnapShot Analytics and Demand Management applications. Before joining SnapShot she was the Sales director for Sabre in Europe.

“Margitte has been an active HSMIAI member in both her previous jobs, and is very familiar with our organisation. We are looking forward to working in close cooperation with her for next couple of months, in order to complete the training programme, from her base in Amsterdam,” says HSMIAI Region Europe President and CEO Ingunn Hofseth, adding:

“The Digital Expert programme is a high-level Digital Marketing programme HSMIAI Region Europe is working on, in cooperation with many of our supporters and advisors. The programme is scheduled to start in Europe in mid-June. We would like to extend our warm gratitude to Avvio, for all their help and support.»

“We also owe a big thank you to some of our Digital Marketing Advisory Board members, who have been very helpful. The Distribution Advisory Board will also be providing content for the programme,” Ingunn Hofseth says.

The programme will be available online by mid-June.

**Photo:** *Margitte Verkruijsse-Reiner to coordinate and finalise the content for the Digital Expert programme for HSMAI Region Europe. Montage: The HSMAI.eu newsroom.*