

The OpenTravel Alliance Announces 2008-2009 Board of Directors And Officers

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Celebrating 10 Years of Success with an Impressive Slate of Distribution Executives

The OpenTravel Alliance (OpenTravel), the travel industry's leading distribution specification/standards development organization, announced its board of directors for 2008-2009, including representatives from every major travel segment

Air Carrier Board Representatives

Sumeet Bahl, Director of Customer Technology, American Airlines

Rob Borucki, Manager of eCommerce Product Development, US Airways

Hotel Company Board Representatives

Lisa Fues, Director of Reservations, Inventory and Distribution, Marriott International

Jennifer Ginty, Director of Electronic Distribution, Global Hyatt

Melissa Montana, Director of Distribution and Content Delivery, Hilton Hotels Corporation

Rental Car Company Board Representatives

John Turato, Vice President of Technology, Avis Budget Group

James White, Director of Global Automated Marketing, The Hertz Corporation

Non-Supplier Board Representatives

Alan E. Young, Vice President, IBS Software Services Americas, Ltd

Nitin Keskar, Director of Software Development, Sabre

Saeed Karim, Chief Technology Officer, Softbrands

Kevin Short, Client Industry Executive for Global Travel and Hospitality, EDS

International Board Representative

John Lambe, Chief Technology Officer, OpenJaw Technologies (based in Dublin, Ireland)

'In 2009, OpenTravel will celebrate ten years of building free messaging standards to serve the electronic distribution needs of the travel industry,' said Valyn Perini, Executive Director of OpenTravel. 'As part of our ten-year anniversary, our new board of directors will oversee our first European Advisory Forum and ensure we continue to publish specifications that solve distribution business problems.'

In addition, the board elected the following individuals as officers:

Chair - Alan E. Young, IBS Software Services Americas, Ltd

Vice-Chair - John Lambe, OpenJaw Technologies

Treasurer - James White, Hertz

'When OpenTravel began, there was no easy or accepted method for trading partners to exchange travel and traveler information. From availability and booking now to mobile, content and dynamic packaging, we have consistently provided the travel industry with critical tools needed to survive in the internet-driven world,' said Alan Young, chair of the OpenTravel board of directors. 'Because the travel industry is now dealing with economic and environmental pressures, OpenTravel will become even more important to both the vendor and supplier communities because implementing the standard has proven cost and efficiency benefits. This is a very exciting time for our association and I am honored to help guide the direction of OpenTravel.'

Upcoming OpenTravel Activities

The first of OpenTravel's two Advisory Forums in 2009 will be held in Seattle, Washington April 22-29, 2009. For the first time, OpenTravel will hold an Advisory Forum in Europe in the fall of 2009. The location and date will be announced later this year.

About the OpenTravel Alliance

The OpenTravel Alliance is passionate about solving the problems inherent with connecting multiple systems within the complex travel distribution arena.

OpenTravel's mission is to engineer specifications that make data transmission flow smoothly throughout travel, tourism and hospitality. OpenTravel creates, expands and drives adoption of open universal data specifications, including but not limited to the use of XML, for the electronic exchange of business information among all sectors of the travel industry.

With a diversified membership representing influential names in all sectors of the travel industry, OpenTravel is comprised of representatives from airlines, car rental firms, hotels, cruise lines, leisure suppliers, service providers, tour operators, travel agencies, and trade associations. Thousands of OpenTravel message structures are in use, carrying tens of millions of messages between trading partners every day.

For more information, visit www.opentravel.org.

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