

## Amadeus North America names Joff Romoff as Vice President of Sales

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Travel industry veteran will focus on Amadeus travel agency customer segment in the U.S and Canada

Amadeus North America today announced the appointment of 16-year travel industry veteran and former Expedia executive, Joff Romoff, to serve as Vice President of Sales.

In this newly created position, Romoff will direct Amadeus' travel agency distribution efforts in the U.S., Canada, Guam and Micronesia. Within this role, he will oversee sales efforts for the small and mid-size travel agency distribution markets, as well as the e-commerce group.

Romoff is based out of Amadeus' Chicago-area office and reports directly to Tom Cates, Chief Commercial Officer for Amadeus North America.

"Joff's experience and expertise, not only related to travel agencies but across the travel industry, will be a tremendous benefit as we continue to build our presence and serve the changing needs of our agency customers in North America," said Cates.

Romoff brings 16 years of travel industry experience in areas including aviation, hospitality, loyalty management and online travel distribution. Prior to joining Amadeus, Romoff served as Vice President, Americas for Expedia Inc., where he led the development and growth of the lodging product including the Hotels.com and Hotwire.com brands. Prior to joining Expedia, Mr. Romoff served in a variety of senior sales and strategy roles with companies that include Air Canada, The Loyalty Management Group and American Airlines.

Mr. Romoff earned his Bachelor's degree from Ryerson University in Toronto, graduating from the Faculty of Business.

### **About Amadeus**

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travelers). Solutions are grouped in four solution categories - Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations - data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. Amadeus maintains customer operations in 76 countries covering more than 215 markets. Amadeus employs over 7,800 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: [www.amadeus.com](http://www.amadeus.com)

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