

Addition Of 1,600 New Properties Prompts New Position At SynXis

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Jennifer Ranno promoted to Vice President of Accounts to support growing customer base and continue revenue growth of current customers

SynXis, the Sabre Holdings business that provides complete hotel distribution, internet marketing and channel management solutions worldwide, announced today the restructuring of its Account Management team in North and South America and the recent promotion of industry veteran Jennifer Ranno to the position of Vice President of Accounts for the Americas to lead this newly consolidated team. SynXis has continued its rapid growth by adding more than 1,600 properties to its RedX Distribution Management System in 2008 and this new Executive level position supports this growing set of customers.

'Many of our customers have voiced concern for the future of their business. The realignment of our account management team with our revenue professionals ensures we are creating true partnerships with our customers to help understand their needs and provide real solutions,' said Scott Alvis, President and General Manager of SynXis. 'Jennifer has a proven track record of forging and maintaining strong customer relationships, and brings outstanding leadership skills to her new role. She has extensive industry experience along with an intimate knowledge of our customer base which make for the perfect combination to lead our team as the Vice President of Accounts.'

The account management organization, led by Ranno, provides proactive counseling to SynXis hotel customers on how to navigate the distribution landscape. The team focuses on driving continued growth even in an increasingly difficult economic environment. SynXis Account Managers work to educate hoteliers on how to effectively manage distribution to maximize revenue.

One example of the SynXis counseling approach is when SynXis collaborated with Magnolia Hotels to streamline Magnolia's Internet Marketing efforts by implementing targeted search engine optimization and pay-per-click advertising programs. As a result of SynXis' Internet Marketing efforts website traffic to the Magnolia Hotels' website has increased by 14% after just the first month. And when Magnolia Hotels needed help promoting brand awareness, the account team at SynXis implemented a GDS marketing campaign using Sabre Spotlight which resulted in an ROI of almost 4 to 1.

'Jennifer and her team offer us great new ideas for how to generate revenue for our properties through multiple channels,' commented Mike Pratt, Vice President of Sales and Marketing for Magnolia Hotels. 'We appreciate that even though Magnolia is a long time SynXis customer, SynXis continues to be proactive with suggesting new products and programs. The Internet marketing programs and recent GDS marketing campaign are great testaments to our successful partnership.'

The last eight years of Ranno's over 16 years in the hospitality business have been as Managing Sales Director for SynXis where she was part of the original SynXis sales team and opened the West Coast territory. She has been a leader in helping SynXis grow into one of the largest distribution providers in the world. Prior to joining SynXis, Ranno's industry experience included sales and customer relations positions with Westin Hotels/Starwood Hotels & Resorts and the Dallas Convention Center.

Ranno comments, 'I am very excited about our new structure and the opportunities it presents to truly help our customers realize their revenue goals. As part of the executive team at SynXis, I will champion new products and services on our customers' behalf and I look forward to creating many more future success stories for our properties.'

About SynXis(R)

SynXis, a Sabre Holdings company, provides distribution and Internet marketing services and technology for hotels around the world. SynXis connects hotels with their guests through increased exposure via all channels including GDS, third party travel sites and the hotel's own website. SynXis operates full-service global call centers offering private label reservation services. SynXis is the creator of the industry unique Technology Partner Program, which ensures customers that it will work closely with partners such as Micros Fidelio in jointly supporting customer needs. SynXis is the technology source for thousands of hotels, resorts, and destinations, including: Harrah's, Interstate Hotels & Resorts, The Peninsula Hotels & Resorts, Millennium Copthorne, Destination Hotels & Resorts, Shangri-la Hotels & Resorts and Jumeirah Hotels.

SynXis' corporate headquarters is in Southlake, Texas, with offices in Denver, Boston, Amsterdam, Singapore and Montevideo. For more information on SynXis and its products, please call +1-682-606-4000, e-mail info@synxis.com, or visit their Web site at www.synxis.com.

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information is available at <http://www.sabre-holdings.com>.

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