

Hotels.com Appoints New Senior Director of Global Retail



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Author: Hotels.com

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Hotels.com, the world's leading hotel booking site, has announced the appointment of Troy Suda as its new Senior Director of Global Retail.

In his new role at Hotels.com, Suda will be responsible for overseeing all the retail functions of the business including user experience design, content, site optimization and call centre integration.

"I am delighted to be joining Hotels.com; it is a great brand that has grown globally and exponentially over the past few years. I am looking forward to the challenges that my new role will bring and being part of the global leadership team that is continuing to drive the business forward to even greater success", commented Suda.

Suda will report directly to Scott Booker, VP Global Retail, Product Planning and Merchandising for Hotels.com.

Booker commented, "Troy brings with him a wealth of experience in the field of retail, strategy and product development and we look forward to integrating him into our team to drive forward the development of the Hotels.com retail functions across the globe."

Suda joins Hotels.com from Lonely Planet where he held the position of Global Head of Emerging Online Business based in London and responsible for developing the company's European online strategy. Prior to this, he worked in Lonely Planet's global headquarters in Melbourne on the re-launch of lonelyplanet.com as well as transitioning Lonely Planet's online accommodation booking business

to an affiliate model, partnering with Expedia Affiliate Network and Hostelworld.com.

Prior to Lonely Planet, Suda held various marketing, strategy and product development roles during a decade long tenure at Coles Myer Ltd, one of the largest retail companies in Australia. Suda is a native of Melbourne, Australia, and holds a Masters of Commerce (E-Commerce) from the University of Melbourne. He has also completed a General Manager Development Programme at Columbia University, New York.

About

Hotels.com

As part of the Expedia group which operates in all major markets, Hotels.com offers more than 100,000 quality hotels, B&Bs and serviced apartments worldwide including cheap [New York hotels](#), [hotels in London](#), [hotels in Edinburgh](#) and [hotels in Dublin](#). If a customer can find the same deal for less on a prepaid hotel, Hotels.com will match it. Hotels.com benefits from one of the largest hotel contracting teams in the industry negotiating the best rates for its customers, plus there are 1.3m reviews from users who have actually stayed in the hotels to ensure customers make an informed choice when booking. Hotels.com won the Gold Award for best hotel booking site in Webuser magazine in February 2009.

For further information:

Cordy Griffiths
Hotels.com
42 Earlham St
Covent Garden
London
WC2H 9LA
020 7019 2268
www.hotels.co.uk

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