



Íñigo Valenzuela <ivalenzuela@smartvel.com>

📣 New CCO onboard + Aviation Festival Americas + DES2019 + New clients + Smartvel on the media

Irene Fernandez <ifernandez@smartvel.com>
Responder a: ifernandez@smartvel.com
Para: ivalenzuela@smartvel.com

4 de junio de 2019, 11:54



Hello Íñigo!

How are you doing? I hope everything is fine!

I cannot believe that June is already here and in all its splendour, because, at least in Madrid, we have reached summer temperatures the past weekend! Plus, since the last update, we have very exciting news to share with you, so as you can see, we are...



Ready? Scroll down!

👉 Jacqueline Ulrich, new CCO at Smartvel

As I anticipated you in our previous update, we have the honor to introduce you to

our **new CCO, Jacqueline Ulrich**, who has officially joined our team in the past weeks.

Jacqueline has been a successful executive in the B2B Industry, and has been working as SVP Sales for EMEA at Accelya, a top player in the airline industry, providing a SaaS service in different areas.

She is originally from Sweden but she was raised in Mallorca, so she fluently speaks 7 languages, and has recently finished a Digital Executive Program and International Digital Seminar Silicon Valley at ISDI, one of the most reputed business schools in Spain. Jacqueline now lives in Madrid, where she will be working at our HQ.



We are very excited to have such a brilliant professional onboard helping us make Smartvel even bigger!

Welcome, Jacqueline! :)

Aviation Festival Americas

Iñigo, as we had previously announced, we have been one of the official sponsors of the Aviation Festival Americas 2019 edition, which took place on May 14th and 15th in Miami.

Our Sales team formed by **Iñigo Valenzuela, Eduardo Meléndez, and our new CCO, Jacquelin Ulrich**, had the chance to open very interesting leads within the

airline industry and to immerse themselves in several round tables and talks where they were able to learn more about the latest trends in the Aviation sector.





Both Iñigo and Jacqueline also had the opportunity to have a speaking slot within the event's agenda in order to present Smartvel and give their thoughts on how to use Big Data and destination content to create a unique travel experience.

It was undoubtedly a great event to attend because of the quality of the attendees as well as for the visibility that we got from the experience, so we will for sure evaluate the possibility to attend to upcoming editions.

DES 2019

Let's continue with more events! This time, we had the opportunity to participate in a roundtable at DES 2019!

The Digital Enterprise Show is the world's leading event in Digital Transformation and connects the most innovating companies, providers of tech solutions based in **AI, IoT, Blockchain, Cloud, Cybersecurity, AR/VR, Big Data, Marketing Automation**, and products dedicated especially for **Digital Marketing and Industry 4.0**, with C-Level Executives and **purchase decision makers**, who attend DES aiming to find the best solutions from the following key industries.

This time, DES had a dedicated track for the Hospitality and Travel industry, so they counted with the presence of Jacqueline for their roundtable ***Hospitality and Travel Accelerations: Designing the future***, along with other professionals of the industry, such as Begoña Rodríguez, Innovation Manager at Basque Culinary Center, Jaime Moreno, CEO & Founder at Mormedi, Daniel Wishnia, CDTO at Aroundtown, and Jonathan Abraham, CEO at Gamitee.



She was even interviewed by the organization! I can't imagine a better way to start this new adventure!! ;)

Watch this video snippet of the interview in our LinkedIn profile and please share!

New clients: SBB & Room Mate Hotels

Iñigo, we are very proud to announce that SBB, the national railway company of Switzerland, and Room Mate Hotels, the famous Spanish Boutique Hotel Chain founded by Kike Sarasola, have recently become Smartvel clients!

SBB has agreed to integrate our Trip Planner widget in their webpage in order to offer their customers an added value in their experience with SBB. The operations team is already immerse in the setup phase and the widget is already in pre production for the 5 destinations of the first phase: **Paris, Milano, Munich, Vienna and Venice**. We are thrilled with this new client within the Transportation sector and we can't wait to show it to you live!

Room Mate Hotels on his side has also accepted to implement Smartvel's destination content widget for its **25 hotels** of the chain, which are located in **Madrid, Barcelona, Málaga, Granada, Miami Beach, Nueva York, Amsterdam, Florencia, Milán, Estambul, Ciudad de México, Rotterdam, San Sebastián, París and Sicilia**. We will keep you posted in upcoming updates about the setup process and estimated launch.



Smartvel on the media 📧

In the past weeks, we have been in the spotlight with an article about how effective ancillaries can help hoteliers tap into lucrative local tours and activities. You can check it out now at the following media: [Hotel Speak](#) and [Boutique Hotel News](#)

Last but not least, do not miss our first Inbound Marketing campaign targeting Tourism boards with the title: **7 marketing ideas for DMO's**. The article comes along

10/7/2019

Correo de smartvel - 📧 New CCO onboard + Aviation Festival Americas + DES2019 + New clients + Smartvel on the media

with a guide with easy-to-implement marketing tips. Please share it on your own Social Media channels so that we can reach a wider audience, **we count on you** :) Hopefully we can generate fresh leads out of it!

That was all for today, ¡fiigo! I hope you enjoyed this update as much as we did, and as always, your feedback is much appreciated in order to improve the content in the upcoming Updates!

Regards,

Irene Fernández

Partnerships Manager

www.smartvel.com

MADRID - BUENOS AIRES - ZÜRICH - BANGKOK - LONDON- MEXICO - DUBAI - DELHI - SIDNEY



Smartvel, [Calle Cedaceros 11](#), 6ºB, Madrid, Madrid 28014, Spain, +34 917558540

[Unsubscribe](#) [Manage preferences](#)