



## PRESS RELEASE



Adela Bigeriego

## Travellanda Appoints Adela Bigeriego

13th September 2018

Travellanda, the award-winning and fastest-growing wholesale travel company in the UK, has appointed Adela Bigeriego as Head of Product. In this new role, she will be responsible for the optimization of existing suppliers as well as addition of new hotel, activities and transfer suppliers.

Adela joins Travellanda from Metglobal – HotelsPro DMC London, where she was Head of Supplier Relations. There, she planned and led a supplier strategy which delivered millions of dollars in savings. This was achieved through a new, more effective mark-up model that directed business to the most profitable suppliers, integration of 25 new suppliers, exclusive promotions, a sharper focus on customer demand, an enhanced service level agreement (SLA) and multi-currency payment. Previously, she held two Sales Director roles, latterly on a European level for Metglobal/HotelsPro, where she opened a new London office, and previously for Tourico across the Middle East, where she increased sales in the region by 600%.

Prior to a 9-year spell at Tourico from 2007 to 2016, Adela worked at Gulliver's Travel Associates (GTA) in operations, JacTravel in business development, the Spanish Tourist Office in London and the Spanish Chamber of Commerce in Brussels in marketing, and the Universite Pierre Mendes in Grenoble as a language instructor. She has an MA in Economics of International Trade and European Integration from Staffordshire University, UK and an undergraduate degree in Economics and Management Administration from the Universidad de Cantabria, Spain.

Ahmad Alkatib, Director of Travellanda said: "I am delighted Adela has joined us. She has a very impressive track record of achievement in travel wholesaling that embraces all aspects of the business, including sales, procurement, technology, marketing and operations. I have every confidence that she will do great things to improve our product offering to the travel trade."

Adela added: "I am very excited to be joining Travellanda. I am really impressed with the way in which the company has grown and with the people I have met. There is an energy and an enthusiasm for technology that makes me feel I will be in my element and I will have the opportunity to make an extremely positive contribution."