

PEOPLE BEHIND THE MAGIC

“What has made 2017 a success for you?”

TOP ACCOUNTS BOOST

Greta Van Houtven (VP Sales Strategy, Marketing & Partnerships)

“We achieve more when we work together couldn't be more true in the case of Affinion. We were down almost 80% YOY with Affinion at the start of the year due to the lack of an integral functionality on our API. However, aligning priorities with Product, we are now back on track with them.

TECHNICAL ACCOUNT MANAGERS

John Harlley (Head of Technical Account Management)

Our global team really have made the difference such as...

Dylan Hwang – our Korean based detective

Tidesquare (Up & Coming account) continuously made DI searches for several months, but with no bookings coming through. When Dylan came on board, with some diligent work he identified the cause of the issue and resolved it. Today, we are seeing a healthy trend of about 10 DI bookings per day.

Jose De Barros Lima – our smooth-talking negotiator based in Brazil

The integration with Cangooroo required optimisation as they were sending large volume of search requests without an appropriate level of bookings. Jose worked with the client to reduce their volume of search while also improving the accuracy which has resulted in an additional EUR 230k in revenue from June this year.

Katrin Brandt– our skilled problem solver with a pool of knowledge

Katrin worked in Travel before joining GTA and brought with her a wealth of knowledge specific to the local market in Germany. This proved invaluable in resolving issues with key clients such as Peakwork who we have a much stronger working relationship with today thereby allowing us to plan more partnering opportunities for 2018.

Jesvyn Oon– our action man

One of the key differences we have made with the TAMs this year is to make sure they are geographically closer to our clients. Jesvyn worked closely with Singapore-based Agoda (our biggest new client) smashing their target for 2017 and doubling earlier projections.

New Client Pipeline

Greta Van Houtven (VP Sales Strategy, Marketing & Partnerships)

“Our new client pipeline has really become a success story for 2017. The two big names that pop to mind are Agoda, where the TAMs (Nick and Jesvyn) were critical in bringing them on board and Sunhotels, a client that we have wanted to go live for a while, and the Sales team this year did it!”