

Strategic push for Bedsonline North America under new leadership

Submitted by AnnaMonreal on Thu, 03/11/2016 - 16:47

- Amanda Spencer promoted to Vice President for North America following over 10 years in the company
- Strategic push for market share growth by leveraging partnerships and offering

Palma de Mallorca, 3rd November 2016 - Bedsonline, the leading online provider of accommodation and ancillary products, has announced a strategic push for market share growth in the North America market under the new leadership of Amanda Spencer as Vice President (VP) for North America.

"North America is a key and growing market for Bedsonline and under Amanda's leadership there will be a strategic push to take us to the next level of market share". **Said Bedsonline Sales Director Carlos Feliu.**

In the words of Amanda, "My objective is to increase market awareness and penetration of the Bedsonline brand with travel agencies throughout the USA and Canada in order to gain significant market share. We'll achieve this by strengthening and growing existing partnerships through ongoing collaboration and leverage of the products, services, tools and technology available - all backed by an untiring commitment to delivery".

Spencer brings with her over 12 years of experience in the travel industry, prior to joining Bedsonline she worked in Thomson Holidays, and started her career with Bedsonline as Sales Manager in North America at its inception in the market in 2005. Initially responsible for implementing procedures relating to operations, customer service, accounting, plus sales and marketing, in her most recent role she was a National Accounts Director, capturing and developing a portfolio of clients.

About Bedsonline

Bedsonline (www.bedsonline.com) is one of the leading online providers of accommodation and travel ancillaries such as excursions, tickets, transfers and car hire. It exclusively caters to travel agencies, offering them an extensive product portfolio and competitive rates. Bedsonline is part of Hotelbeds Group, the business-to-business provider of services to the travel industry globally, and works with travel agencies from Europe, Americas and Asia.

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