

Simon Matthews joins Hotelbeds as Technology & Product Management Director

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- Role combines Technology and Product Management areas.
- Matthews joins Hotelbeds from GVC Holdings, where he held the position of Chief Technology Officer (CTO).
- Additionally, Matthews will become a member of Hotelbeds' Executive Committee.

Palma, Spain, 3 September 2020 - [Hotelbeds](#), the world's leading bedbank, has announced today the recruitment of Simon Matthews.

Matthews joins as Global Director for Technology & Product Management in a newly combined role leading both the Technology and the Product Management areas of Hotelbeds.

In addition to his new role, Matthews will also become a member of the company's Executive Committee.

Matthews joins Hotelbeds from his current role as Chief Technology Officer (CTO) at GVC Holdings, a business that develops end-to-end technology stacks for sports betting brands, including the third largest UK high street retailer, Ladbrokes Coral Group.

His career spans more than two decades and includes the roles of Head of Software Engineering for Sky and CTO for Cerillion Technologies, a company specialising in enterprise on-premise, mobile, and SaaS software for multiple sectors including telecommunications, media, energy, and financial services.

Carlos Muñoz, Managing Director, Hotelbeds, said: "It gives me great pleasure to confirm that Simon Matthews will be joining us as our Global Director for Technology & Product Management. Both areas have always been at the heart of our company thanks to our expertise in driving innovation, improving efficiency and developing leading edge platforms and processes that have contributed to Hotelbeds becoming the world's leading bedbank.

"As we continue to respond to the impact of COVID-19 on the travel industry, getting used to operating in a much more competitive market-place than ever before, it is vital that we invest in cutting edge Technology & Product Management to lead the way, and Simon's considerable experience in a variety of leading technology roles made him the perfect candidate."

Simon Matthews, Global Director for Technology & Product Management, Hotelbeds, added: "It's a real honour to be joining Hotelbeds to lead the Technology and Product Management areas. Together with my new team I look forward to delivering even greater value to all our partners everywhere in this currently challenging environment and help them recover as fast as possible. We'll be achieve that by driving forward relentlessly to become more competitive, efficient and even more innovative."

About Hotelbeds

Hotelbeds is the world's leading bedbank.

In a fragmented and complex travel landscape, Hotelbeds provides over 180,000 hotel properties across the globe with access to high-value, complementary distribution channels that significantly

increase occupancy rates and optimise RevPAR – whilst not competing with the hotelier’s direct distribution strategy.

Hotelbeds does this by offering hoteliers access to a network of over 60,000 hard-to-access B2B travel buyers such as tour operators, retail travel agents, airline websites, and loyalty schemes in over 140 source markets worldwide. These channels provide hotel partners with returning guests that book further in advance, cancel less, spend more in-destination and stay longer.

In addition to accommodation, Hotelbeds is also the world’s largest B2B seller of travel ancillaries, offering 25,000 transfer routes and 18,000 activities, as well as attractions, tickets and car hire. Operating under the ‘Beyond the Bed’ product line, it provides both hoteliers and travel distribution partners with an efficient platform and powerful tools to easily integrate and commercialise its leading portfolio of high-margin products.

The company is headquartered in Palma, Spain.

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