

HBX Group announces key executive appointments

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Appointments include Xabier Zabala as Chief Operations Officer and Javier Cabrerizo as Chief Strategy and Transformation Officer, as well as the incorporation of Brendan Brennan (CFO) in October

Palma, 10 September 2024 -[HBX Group](#), a leading independent B2B travel technology marketplace, announces today the appointments of **Xabier Zabala as Chief Operations Officer (COO)** and **Javier Cabrerizo as Chief Strategy and Transformation Officer (CSTO)**. This announcement marks a significant step in strengthening HBX Group's executive committee as the company continues to expand its global footprint and drive forward its strategic objectives.

Xabier Zabala, who joined the company in 2016 and has occupied leadership positions in the Commercial and Operations areas, now joins the executive committee as Chief Operations Officer (COO). With a strong management consulting background at McKinsey & Company and an MBA from MIT Sloan, Xabier has held senior roles across strategy, analytics, digital transformation, customer service and financial services. He will supervise the company's global operations across brands and products, ensuring a seamless delivery of high-quality services to HBX Group partners worldwide. His expertise and extensive experience in transforming operations and leading large global teams will be instrumental in HBX Group's mission to offer friction-less and efficient services and achieve sustainable growth.

Javier Cabrerizo, who has been working for HBX Group for the last decade with a dedicated focus on reshaping the travel industry, will now hold the position of Chief Strategy and Transformation Officer (CSTO) at the HBX Group executive committee. Prior to HBX Group, Javier held several senior roles as Strategy Consultant advising leading global companies across several industries, private equities and venture capitals. He remains connected with the start-up ecosystem, acting as a board member and adviser on selected ventures. Javier will be responsible for setting the company's strategic direction by identifying growth opportunities and ensuring the right execution of HBX Group's Transformation Programmes. His strategic vision and innovative approach will be crucial for HBX Group's next chapter, as it navigates through the increasingly fast-paced and disruptive travel landscape.

New incorporations to the HBX Group leadership team

Additionally, HBX Group is excited to welcome Brendan Brennan as Chief Finance Officer (CFO), effective October 1. Brendan, a seasoned financial executive with a distinguished career in financial management and corporate finance, will lead HBX Group's financial operations, ensuring robust financial health and driving value for shareholders.

“We congratulate Xabier Zabala and Javier Cabrerizo for their incorporation to the executive committee and are thrilled to welcome Brendan Brennan to the HBX Group family” **said Nicolas Huss, CEO of HBX Group.** “This is an extremely interesting time in our company, and we are lucky to count on their collective expertise and leadership as we continue to drive innovation, operational excellence, and strategic growth. These appointments are reflection of our commitment to strengthening our leadership team to better serve our clients and stakeholders.”

For more information about HBX Group and its leadership team, please click [here](#).

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About HBX Group

HBX Group is a global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as travel agencies, tour operators, destinations, and hotels, as well as companies wanting to leverage the travel sector.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3700 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

More information:

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