Her Roomies, the online accommodation rental site for women, Announces Board of Advisors

Tuesday 1 March, 2022

March 1, 2022, Barcelona, SP - Her Roomies (“the Company”), the first and only female-led accommodation rental platform and marketplace that serves women throughout their entire rental lifetime journey, has solidified its management team by announcing its Advisory Board (“the Board”).

The Company’s Advisory Board comprises experienced business leaders in key sectors, including marketing, technology, investing, and real estate. The Founders of the Company, Chiara Fraser and Nick Fraser, a daughter and father team, strategically selected each Board member to complement areas critical for the company's future growth, which includes the further development of a custom proprietary algorithm and a marketing strategy to grow the community of renters and landlords throughout Europe and globally. Notably, the Board is made up exclusively of female leaders in business, which reflects the Company’s position as a female-led company, serving women.

Cherine Aboulzelof, Managing Director Head of Europe and is a global Investment Committee member of BGO Strategic Capital Partners, the real estate multi-manager platform of BentallGreenOak. She has over 15 years of real estate direct investments across nine European countries and various asset classes. Mrs.Aboulzelof has served as a director on the boards of various funds during her career. Before her career in real estate, she spent eight years as an investment banker in London and New York. Currently, she is a Senior Advisory board member of the Women in Safe Homes Fund, the first gender-lends property fund, providing affordable accommodation to vulnerable women. Mrs. Aboulzelof holds a Master’s Degree in Finance and Entrepreneurship from EM Lyon in France and an MBA from INSEAD. She is an asset to the Company’s Board of advisors with her financial and real estate background.

Victoria Bennett is the founder of Bennett Milner Williams Consulting Ltd., a leader in the marketing and public and private equity space, has been brought on as Marketing Advisor. Mrs.Bennett has decades’ worth of strategic marketing experience working for major brands such as Ariel, Pampers, ENMAX, and TD. She has a unique ability to identify the solution the product or service provides, the target market, the so-what, and to communicate clearly, effectively, and consistently to the desired audiences. Over the last eight years, she has focused on helping private companies raise funds through equity crowdfunding. Mrs.Bennett brings all of this to the Company in her role as an Advisor.

June Ohashi, Founder, and CEO of Rezgo has over 17 years of experience in the booking software space and has been brought on as Technical Advisor. Rezgo, developed and released in 2007, was one of the first SaaS platforms to help tour and activity operators take bookings online. Ms.Ohashi’s background is in graphic design and web development. She has used her vast product development knowledge to help clients and customers across many industries. Ms.Ohashi’s passion for helping customers has become the company’s core value, and she’s successfully built a culture of compassion towards customers that sets her business apart from the competition. Now, she is ready to share her knowledge and experiences to help new companies grow, specifically in the tech space.

Blanca Ochoa is a lawyer by trade and Co-Founder of a network of female business angels and advisors. She has experience and knowledge as an investor in technology start-ups and specializes in commercial, real estate, and non-profit entities. Ms. Ochoa’s focus on female business leaders and investors makes her an excellent fit for the Company’s Board and she has this to say about joining the Board “I was immediately attracted to the Her Roomies project and I am now even more excited because of Nick and Chiara’s enthusiasm for Her Roomies. Their vision in the development of the project and their commitment to making it big. I completely identify with Her Roomies mission and I am delighted to give them my support.”

Rachel Lupiani brings over 23 years of investment experience across the commercial real estate, hospitality, and residential sectors. Mrs.Lupiani has closed transactions exceeding two billion throughout continental Europe. Her expertise spans transaction origination, financing, underwriting, transaction structuring, asset management, and asset disposal. Mrs.Lupiani holds an MBA and Executive Masters in Financial and Fiscal Engineering and a certificate from Cornell in real estate and asset management. Her experience in real estate and financing is incredibly valuable to the Company. Mrs. Lupiani says she is "Excited to be joining the Her Roomies Advisory Board and is looking forward to working with Chiara and Nick as they expand their vision for the platform."

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Petra Arends-Paltzer is an experienced banker and lawyer and has specialized in the area of digitalization. She is the founder of www.davosdigitalforum.ch and of www.rolemodelsrebels.com In addition she is co-founded www.swisslegal.tech For the above achievements Ms.Arends-Paltzer received 2 awards “Woman of Legal Tech 2018” and in 2020 “European Woman of Legal Tech”. She has a deep understanding and extensive knowledge of the current digital marketplace and landscape, especially in Legal; Government, and Reginal Tech and in “Smart City” environments/topics. She is the co-author of a bestselling book “Digital Transformation and Legal Transformation”. Ms.Arends-Paltzer is interested in topics that centre around democratization through digitization and is looking forward to bringing her experience to the Company’s Board.

Ms.Fraser, Co-Founder of the Company, had this to say about the appointment of the Board:

“I am thrilled and extremely grateful that these powerful and experienced female business leaders are adding their close to a century’s worth of experience to the Her Roomies team in key areas. I am excited about what the future holds for Her Roomies with a Board that is so strong, and I look forward to learning from each of them.”

Today, the company launched its equity crowdfunding campaign on Crowdcube, Europe’s largest crowdfunding platform, on March 1, 2022. This will be their first round of equity raise. The company is already over 82 percent funded. For more information, visit: https://www.crowdcube.com/herroomies

Her Roomies

Her Roomies was founded on the vision of offering a comprehensive rental solution for female tenants and all landlords by creating a female-focused rental accommodation platform and community - a rental platform for HER. Her Roomies has developed a comprehensive platform that simplifies the rental process for HER and provides a custom experience to address each of HER individual needs. Currently operating in Spain, the UK, Ireland, Portugal, Germany, and Holland. Her Roomies, has seen a growth of over 100,000 users since launching in October 2020 and has listed over 44,000 rooms, apartments, co-livings, and student residences on the platform. Her Roomies is currently expanding its offering in Spain and has a United Kingdom expansion planned for the fall.

Website: https://herroomies.com/en/

IG: @herroomiesofficial

Facebook: https://www.facebook.com/herroomiesofficial

LinkedIn: https://www.linkedin.com/company/herroomies/
Twitter: @herroomiesoffi1

For more information, to request an interview, or for images, please contact:

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