

## Travelodge Appoints Jonathan Greensted as Chief Technology Officer

Monday 17 October, 2016

Travelodge, one of the UK's largest independent hotel brands today announces the appointment of Jonathan Greensted to the newly-created position of Chief Technology Officer. Jonathan will report directly to the Chief Executive, Peter Gowers.

Within his new role Jonathan will be responsible for ensuring innovative technology drives the business forward, through the development of the company's customer-facing and internal technology applications.

Jonathan has most recently served as the company's interim IT Director, where he led a number of key initiatives including a successful upgrade of the customer web journey and the rollout of new self-service check-in kiosks.

Prior to joining Travelodge, Jonathan held senior technology positions across the travel industry. These included positions at the low cost airline, Flybe, car rental leader, Avis Budget and the travel technology business, Travelport. This follows a fifteen year career as a technology entrepreneur in which Jonathan developed start up technology for sports, ski and holiday businesses.

**Peter Gowers, Chief Executive, Travelodge said:** 'We are delighted to welcome Jonathan to Travelodge in this new role. With more than a million visits every week to our website and more than eighteen million customers a year, the use of technology is critical to both our customer offer and our low-cost operations. Jonathan's extensive experience will help ensure innovative technology plays a key role in the ongoing development of the business.'

**Jonathan Greensted, Travelodge, Chief Technology Officer, said:** 'I am very excited to be joining Travelodge and to have the opportunity to lead the technology team. There is great potential to use innovative technology to drive further growth right across the business - including the ongoing modernisation of our digital offer and our hotel applications. I am looking forward to working with the team and our partners to develop the next generation of our systems.'

End

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