



Eleven Wireless Announces Hospitality Advisory Board

Leading online guest services vendor announces new hospitality industry focused advisory board.

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Portland, OR – Eleven Wireless, hospitality’s leading software platform for managing online guest services, announces the creation of a new Hospitality Industry Advisory Board. Comprised of veteran hospitality executives, this newly formed Board will provide Eleven’s Leadership Team and Board of Directors expertise and guidance on new product and go-to-market initiatives.

According to Dan Meub, Eleven’s CEO, “We are extremely fortunate to have such experienced and talented individuals join the Eleven team. We look forward to working with the Hospitality Advisory Board, and taking advantage of their skills and knowledge. They will serve us well by providing an experienced perspective and important voice from our customers viewpoint.”

The Hospitality Advisory Board held their first meeting on August 18, 2011. During this meeting they discussed ways to drive more business from Eleven’s installed base and provided feedback and improvements in upcoming new products and marketing initiatives. The team plans to meet 3 to 4 times per year to continue strategizing ways to grow the Eleven brand.

Media Contact:

Sharon Lodewick
Director, Marketing
Eleven Wireless
slodewick@elevenwireless.com
<http://www.elevenwireless.com>



The new Hospitality Advisory Board members include:



Dan Meub: Dan has served as the CEO and Member of the Board of Directors at Eleven for the past three years and now also serves as the Chair of the new Eleven Hospitality Advisory Board. He has an extensive background in GM and C level roles helping numerous small software companies scale operations and accelerate growth. Dan graduated from Stanford University with a Bachelor's Degree in Economics and later received his Masters of Management degree in Marketing and Finance from the Kellogg Graduate School of Management at Northwestern University.



Don Semmler: A member of the Eleven Board of Directors, Don spent 32 years working for Marriott International in several key executive management positions in North America, the Middle East, and Asia, with oversight in sales, marketing, rooms operations, food and beverage, and hotel development. Don is currently the Principal at James Hospitality, LLC where he develops/manages high return hotels, as well as provides hotel consulting services to C-level executives.



Larry Dustin: A Seattle-based advisor with over 40 years of experience in the hospitality and travel industry, Larry has had a wide array of senior leadership and management positions to his credit. In addition to his current role as Principal providing advisory services, Larry is currently developing three new businesses: the first is aimed at the largest single segment of the domestic travel market, another is a unique destination resort in the Pacific Northwest, and the third is a branding re-application business.



Robert Rippee: Robert has over 20 years of experience in sales and marketing of luxury brands, ranging from salesman to Chief Marketing Officer. He has worked with many iconic brands including Hyatt, Ritz-Carlton, Westin and Boca Raton Resort club. Robert is currently the CEO and Managing Partner of FORMO, and an academic professional currently serving on the faculty for the University of Georgia’s prestigious Terry College of Business where he has designed and teaches a class to MBA students on Luxury Marketing.



Ken Greger: Ken is currently the CEO and Managing Director of Greger/Peterson Associates, a retained executive search firm specializing in the hospitality and leisure industries. Ken is an active member of the International Society of Hospitality Consultants and has spoken at several of ISHC’s Summits. Additionally, Ken has been published frequently in The Cornell H.R A. Quarterly, Hotel & Motel Management, and other leading industry publications, including a feature story in 2009’s HOTEL Yearbook.

To view complete Hospitality Advisory Board bios, please visit <http://www.elevenwireless.com/advisory.html>

About Eleven

Eleven delivers hospitality’s leading online guest services platform to manage Internet access, business centers, online hotel services and other emerging applications. Founded in 2002 to deliver wireless Internet to hotels, Eleven has grown rapidly, expanding its cloud-based software platform, ElevenOS, to provide hoteliers a centralized way to manage all aspects of their evolving online guest experience. As the only service provider neutral platform, ElevenOS allows hotel management groups to standardize their Internet, business center and in-room guest experience even when they have an assortment of service providers. Eleven’s solutions have been deployed in over a thousand hotels nationwide and that number continues to grow each month. Eleven is a privately owned company headquartered in Portland, OR. For more information, visit www.elevenwireless.com.