

## **GuestCentric appoints Robert Hornman to its Board of Directors**

*Former Worldhotels CEO brings decisive expertise in the hospitality industry*

NEW YORK, NY, December 20, 2017 – GuestCentric, the leading provider of cloud-based digital marketing software for hotels, announced today that Robert Hornman, former Worldhotels CEO and a seasoned hotelier with over 25 years of senior experience in the international hotel industry, has been appointed to its Board of Directors.

Robert Hornman has a decades-long and solid track record in building, renovating, developing and managing assets in the hospitality sector. Rob previously served as CEO of Worldhotels, an exclusive collection of 500 of the world's most unique, upscale and luxury independent hotels in 250 destinations spread over 65 countries and in various senior international roles at Accor, one of the world's leading hotel operators.

“Having Robert join our Board of Directors at this moment is a slam dunk, given GuestCentric’s recent acquisition of Great Hotels of the World and our renewed focus on the GDS distribution channel and hotel representation”, said Pedro Colaco, CEO of GuestCentric. “His tremendous experience with independent upscale and luxury hotels, as well as with the corporate market, will prove paramount as we grow our client list internationally and go up market. The executive team is excited to have him on board”.

Since his stance at Worldhotels, Robert has founded [Ignition-Hospitality](#), a boutique advisory firm that undertakes various board and advisory mandates for hotel groups; and Talisman-Solutions, a company specialised in providing engineering, procurement and construction solutions for hotels. He also is a board member or advisor at several companies including the first West African hotel group, Azalai Hotels (Mali), the hotel app Conichi (Germany), at Amandla Capital and Real Estate (Cote d’Ivoire) and at Nazaré Canyon Development (Portugal).

“GuestCentric is already a major player in the hospitality industry with its cutting-edge digital marketing platform. I believe GuestCentric provides a unique ‘all in one’ solution for hotels, taking away a lot of today’s complexity, driving valuable quality business”, said Robert Hornman. “I look forward to work with GuestCentric’s and Great Hotels

of the World amazing team in providing great service and value to our clients worldwide”.

## **About GuestCentric**

[GuestCentric](#) is a leading provider of cloud-based digital marketing software and services that help extraordinary hoteliers promote their brand, drive direct bookings and connect with customers on all digital platforms. GuestCentric's all-in-one platform provides hotels with the only unified solution for managing their guests' online journey: award-winning, high impact websites; an integrated, easy-to-use booking engine; social media marketing and publishing tools; a GDS chain code and a channel manager to offer rooms on Amadeus, Booking.com, Expedia, Galileo, Google, Sabre, TripAdvisor and hundreds of other channels.

GuestCentric is a proud provider of solutions that maximize direct bookings to hotel groups and independent hotels from collections such as Design Hotels, Great Hotels of the World, Leading Hotels of the World, Relais & Chateaux and Small Luxury Hotels.

GuestCentric is featured on [Skift Travel Tech 250](#), a list of the top 250 travel tech companies shaping the modern-day travel experience.

For more information, please visit [www.guestcentric.com](http://www.guestcentric.com).