



## Synergy Global Housing Names Claire Barrie VP of Sales, EMEA

*Serviced Accommodation Leader Brings Extensive Industry Knowledge and Relationships to Further Expand Synergy’s EMEA Footprint and Client Portfolio.*



**San Ramon, Calif., May 11, 2020** — Synergy Global Housing (Synergy) is excited to announce, Claire Barrie, as its VP of Sales, EMEA. Barrie will be based in the Synergy London office reporting to International President, Stephen Hanton. In her new role, Barrie will oversee sales throughout the EMEA region, develop new clients and sectors while leading a team to ensure exceptional service delivery to core global clientele.

“Claire is the exact leader we need. She is a perfect complement to our growing international team, a force in the industry, and we are delighted to have her on board,” said Hanton. “I’ve been competing against her for some time now, and needless to say, I’m much happier to have her on my side.”

A proven leader and industry pioneer, Barrie brings close to two decades of experience and expertise to Synergy. Most recently, as VP of Sales at BridgeStreet, she played a pivot role in growing the company’s footprint in key markets throughout Europe in both a client and supplier capacity. Prior to BridgeStreet, Barrie served as the Director of Sales for Clarendon. And before that, she firmly placed Oakwood Worldwide as a European force serving as its Director of Sales, EMEA—one of three positions she held throughout her 14 plus years with the industry pioneer.

“In our industry, change is inevitable as traveler, policy, and procurement preferences evolve,” said Barrie. “In recent years, the extended-stay sector has experienced disruptive entrants and events, forcing providers to reevaluate their value proposition and staying power. Throughout its 20-year history, Synergy focused its development and delivery of services in coordination with client and guest needs. It is through this partnership mentality, Synergy is poised to gain substantial market share, and take the reigns as the global leader in the extended-stay sector.”

Barrie’s appointment is just the latest building block in Synergy’s international expansion plans. A core aspect of the organization’s growth strategy is the placement of world-class teams to support a high-touch, face-to-face level of service in every major region of the globe.



Barrie will focus on acquiring and growing critical accounts throughout EMEA and furthering Synergy’s mission to reinvent the global hospitality industry.

“Claire is joining us at a pivotal time in our global growth,” said U.S. President, Debra Christopher. “Synergy is strategically positioned to provide leading serviced accommodation products and services on a global scale, unlike any other provider in the sector. With her talents and expertise, the sky is the limit.”

Barrie currently serves as a Director for the Supplier Board with the Institute of Travel and Meetings (ITM). A post she’s held since January of 2016. Moreover, Barrie holds a GMS qualification.

#### **About Synergy Global Housing**

Founded in 1999, [Synergy Global Housing](#) (Synergy) is a leading global serviced accommodation provider delivering a superior furnished housing experience to the business travel and workforce mobility industries. Providing best-in-class serviced accommodations in over 85 countries, backed by hospitality leader, The Ascott Limited, Synergy’s global inventory exceeds 100K units worldwide. Through people, passion, and innovation, Synergy offers worldwide hospitality services, custom-tailored to meet a wide-range of client need via local expertise and on-site personnel in Dublin, Ireland; London, England; Hyderabad, India; Singapore; San Ramon, San Francisco, Los Angeles, and San Diego, California; New York City, New York; and Seattle, Washington. Follow Synergy on FB, LI, IG, and TW.

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