

Technology Veteran Joins Synergy to Deliver the Industry's First Truly Live Global Booking Platform

Synergy's instant reservation capabilities will be the most robust of its kind in the serviced accommodation industry.

San Ramon, CA., October 18, 2021 — Today, Synergy Global Housing (Synergy), a global leader in extended-stay business travel and human mobility program management, announced the hire of Head of Information Technology, serviced accommodation technology veteran [Lance Bradwell](#). Bradwell will report to Synergy co-founder [Henry Luebbert](#) and lead the company's growing 16-person technology team.

"Lance understands the needs of both our guests and our clients and brings a wealth of industry experience and knowledge to his new role," said Luebbert. "As we sprint to deliver the industry's first truly live global booking platform in Q1 of 2022, Lance will be hyper-focused on ensuring our technology solutions remain nimble for future adaptation and are fortified to the latest data protection best practices."

Bradwell joins Synergy after more than two decades with BridgeStreet Global Hospitality, most recently as the company's Chief Information Officer. Fresh off last month's announcement of a major investment in industry technology firm Coded, Inc. — by Synergy's innovation lab, REVE — Bradwell's hire adds to the growing stable of assets driving the company's industry-leading technology solutions.

"Our investment in technology looks to find ways to bring efficiencies through automation, instant access to our vast global network of vetted supplier partners, and ultimately make it easier for our clients and guests to use our products and services on a day-to-day basis," said co-founder [Jack Jensky](#). "While our people will always be at the center of our guest-centric service delivery, we believe technology will exponentially increase their ability to meet the evolving demands of today's extended-stay business traveler."

Technology is always a hot-button topic in the serviced accommodation industry as many providers compete to deliver live global apartment availability with instant booking capability.

"I was attracted to join Synergy because out of all the agencies and operators I've come across in my two decades in the industry, I believe they have the infrastructure, platform and financial backing to deliver live apartment availability," said Bradwell.

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“The company also has a very experienced team in place, and they are building their technology stack the right way with data privacy and protection at the forefront—and it’s an honor to work for two founders with such a passion and vision for the sector.”

Synergy’s data privacy and protection initiatives are led by global information security and infrastructure veteran [Mitch Christian](#), CISSP – CISM. The company recently completed its annual SOC 2 Type II audit, which is available upon request.

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About Synergy Global Housing:

Founded in 1999, [Synergy](#) is an international serviced accommodation provider headquartered in San Ramon, CA, delivering a superior hospitality-driven extended-stay experience to the business travel and mobility industries. Providing best-in-class housing and services in over 2,000 cities in more than 85 countries, the company has offices in China, Singapore, India, England, Ireland and multiple locations throughout the United States.

Recognized globally, Synergy recent awards include 2021 Corporate Housing Provider of the Year from the Forum for Expatriate Management ([FEM](#)); 2021 and 2020 Corporate Housing Provider of the Year from the Corporate Housing Providers Association ([CHPA](#)); 2020 Corporate Business of the Year from the Association of Services Apartment Providers ([ASAP](#)), and the 2020 Best Service Apartment Provider – Regional/Global award from [Relocate Magazine](#).

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