

Press release

Travel Audience expands worldwide sales and recruits three international sales specialists: Anthony Hadaway becomes Director of Sales for North America

Berlin, October 13, 2016 – Travel Audience, a subsidiary of Amadeus IT Group, is beefing up its sales organization. Anthony Hadaway is joining the specialist in online travel advertising as its Director of Sales for North America. Jason Keller and Giampiero Speziale will reinforce the European sales team in Berlin.

Anthony Hadaway was most recently employed as an advertising sales director at Groupon in Chicago and brings many years of experience in travel company and airline marketing. His previous posts include leadership positions at well-known employers like Adara, Orbitz and Travelzoo. At Travel Audience, Anthony Hadaway will be responsible for sales in the North America region.

Jason Keller will now contribute his skills to Gert-Jan van Wijk's sales team. As a Senior Programmatic Sales Manager, he will be responsible for issues of supply and demand. Keller comes with more than ten years of digital marketing experience and has previously held digital marketing and business development positions in Berlin, England and France.

Giampiero Speziale is joining Christoph Althoff's team as Senior Sales Manager Airlines. A native of Italy, he previously worked in business development and digital advertising at Oracle and Google and will work solely with airline customers at Travel Audience.

"We have grown to more than 75 employees, and the tendency is towards more growth. We are seeing strong demand for targeted advertising in the travel industry, especially abroad. That is why we are so happy to have found Anthony, Jason and Giampiero, three, well-connected sales veterans with industry experience," said Alexander Trieb, managing director of Travel Audience.

About travel audience

travel audience is the first full-service Demand-Side-Platform (DSP) built specifically for the travel industry. The company offers advertisers to target online travelers via its high-quality premium publisher network, next to a wide selection of well-known publishing houses via Real-Time-Bidding.

Airlines, hospitality groups and destination marketing organizations rely on the company's proprietary Performance-Marketing-Platform. Its technology allows the dynamic display of up-to-date offers in a scalable and target specific fashion, reaching various segments of in-market travelers.

travel audience was founded as a joint venture between MairDumont and Traveltainment and is now a wholly-owned subsidiary of Amadeus IT Group, a leading provider of advanced technology solutions for the global travel industry.

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