

## Travel Tech assoc launches innovation council

- A Monitor Desk Report

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Arlington, Virginia, USA: The Travel Technology Association has introduced an Innovation Advisory Council to offer insights and guidance on how Travel Tech can better serve startups and small to medium-sized businesses in the industry.

Sitting on the council are Cara Whitehill, vice president of Thayer Investment Partners; Kerri Zeil, startup advisor and global director of the Growth Advisors International Network Growth Hub; Matt Zito, managing part of TSi; Miriam Moscovici, vice president of partnerships and research at BCD Travel; Roman Townsend, managing director of Bervera Partners; and Steve Reynolds, chief strategy officer of Emburse.

In October 2023, Travel Tech added a membership category, Advocate, designed for startups and small and midsize businesses. The council was designed to advise Travel Tech on how best to support those members, the association said.

Travel Tech president and CEO Laura Chadwick said the new council's "collective knowledge and expertise will supercharge Travel Tech's efforts to support the next generation of travel innovators."

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