

MEDIA RELEASE

30 October 2014

GTA welcomes Flavia Alzetta to lead global sales and marketing

- [GTA](#) appoints **Flavia Alzetta** as Senior Vice President for Global Sales and Marketing
- Previously with American Express and Electrolux, she brings wide experience in developing sales and distribution channels, innovative products, revenue streams and marketing initiatives
- Her passion for leading people and building strategic partnerships will also help drive GTA's future success
- Flavia officially joins GTA on 1 January 2015, Flavia attends World Travel Market in London (3-6 November 2014) to meet industry partners from around the globe

Global wholesaler of fully independent travel, [GTA](#) has appointed **Flavia Alzetta as Senior Vice President for Global Sales and Marketing**. Flavia joins GTA after a successful career with American Express and Electrolux. Flavia's experience in developing sales and distribution channels and her passion for leading people and building strategic partnerships will help drive GTA's future success.

Flavia spent 14 years at American Express; progressing to Vice President of B2B Merchant Services for Europe, where she significantly increased the business's turnover. Moving on to a dual role, Flavia then led a double-digit growth strategy as Head of Merchant Services for Italy, based in Rome, while also heading up the European Client Management function across all markets. Flavia's final role at American Express was Head of Supplier Relations EMEA for Global Business Travel, where she developed and implemented a new value proposition and launched new online and media products.

In her early career, Flavia worked for Electrolux in Italy in various marketing, quality management and IT roles. She holds a degree in Business and Economics from the University of Trieste and an MBA from Babson College, Boston.

Ivan Walter, GTA's chief executive says: "Flavia joins at the beginning of an exciting new era for GTA as we celebrate our 40-year legacy and continue to invest millions in innovation to drive our business forward. Her experience will help us design innovative products, revenue streams and marketing initiatives that will benefit customers. With Flavia, we have found someone who will help us seize every opportunity to guarantee our future success and that of the travel businesses we serve, so it's my great pleasure to welcome her to GTA."

Says Flavia Alzetta: "I am excited about joining GTA and the opportunity to contribute to shaping the future of the travel business by working closely with the team and partners globally."

Reporting to GTA's chief executive Ivan Walter, Flavia will be based in London but will spend significant time in different parts of GTA's global network. Although officially joining GTA on 1 January 2015, Flavia attends World Travel Market (3-6 November 2014) to meet many of GTA's partners from around the globe.

- ends -

Media enquiries: Elliott Frisby, External Communications Manager, GTA:
+44 (0) 7833 406161 or +44 (0) 20 3170 4204, elliott.frisby@gta-travel.com

Notes to Editors

- Powering global travel, GTA provides ground travel products and services for fully independent travel, supporting the biggest and best in travel. Part of Kuoni Global Travel Services division, GTA is trusted to deliver because of its wealth of experience, privileged relationships and on the ground expertise. Its technology solutions easily connect travel suppliers and sellers worldwide. Booking sites – GTA retail, TravelCube and Travel Bound, as well as GTA wholesale – process over 21,000 bookings daily with content available in 30 languages. Connect now with GTA. www.gta-travel.com