



John R. Hach
Senior Vice President, Digital Agency
TRAVELCLICK Inc.

Expertise: Hotel eMarketing and the GDS

As TRAVELCLICK's Senior Vice President, Digital Agency, John Hach manages the company's full-service Digital Agency, including web design, search marketing, pay-per-click and behavioral advertising, as well as its Global Distribution Systems travel agent media products. He joined the company in 2004 and has over 30 years of ecommerce marketing experience within the travel industry.

John has held executive positions with Cendant, Galileo, and The Hertz Corporation. While at Cendant, he was Vice President of Marketing for Travellink, a strategic initiative to develop marketing synergies across Cendant's travel brands. Before Cendant's acquisition of Galileo, John served as Galileo's Vice President of Global Marketing, where his responsibilities included pricing strategy, corporate sales, and business development. During his 19-year tenure with The Hertz Corporation, John held a variety of executive positions, including Vice President of Marketing for Latin America and Mexico. As Division Vice President for Travel Industry Sales, he led the company's United States travel industry sales team of 150 people.

John is a graduate of Chicago State University and received Certified Travel Industry Executive Accreditation from The Travel Institute. Throughout his career, he has served as Chairman and Director of the Florida Commission on Tourism and as Executive Director of the California Travel Industry Association. John currently serves on the Cornell University School of Hotel Administration's Master of Management in Hospitality (MMH) Marketing Management/Marketing Information Systems Career Track Advisory Board. He has also been recognized by the National Business Travel Association as Allied Member of the Year and as a travel visionary by Business Travel Executive.

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