

# Jannine Krish Joins Betterez as Marketing Director

*Transportation industry leader brings years of marketing, branding and digital experience to Betterez*

TORONTO, ON, CANADA, June 5, 2018 /EINPresswire.com/ -- [Betterez](#) Inc., one of the world's fastest growing Reservations & Ticketing Management (RTM) platforms, today announces that [Jannine Krish](#) has joined the Betterez leadership team as Marketing Director.



Ms. Krish brings over a decade of marketing and branding experience to Betterez having played a key marketing role in the launch of the Union Pearson Express (A Division of Metrolinx), where she led and developed several campaigns for Canada's first dedicated Air Rail Link. Ms. Krish also led integrated marketing campaigns at Porter Airlines in her role as Senior Marketing and Design lead. Currently a Professor of Marketing at Centennial College, Krish also completed her MBA in Marketing at York University's Schulich School of Business in Toronto.

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I'm excited to be joining Betterez, a leading startup in the transportation industry. Betterez has the ability to transform the customer experience and I look forward to being a part of that journey.”

*Jannine Kirsh, Marketing Director, Betterez*

“We are extremely pleased to welcome Jannine Krish to Betterez as our Marketing Director,” says Tal Shalit, founder & CEO, Betterez. “With years of experience as a marketing lead with a variety of transportation companies, I am confident that Jannine will add value and bring a fresh perspective to our marketing and communications efforts and will be a great resource as we expand our reservations and ticketing technology business around the world.”

Ms. Krish will be responsible for leading the brand and marketing strategy for Betterez and will work closely with

its Sales team to deliver on multi-channel objectives. In her role, she will better inform customers of the valuable features and tools available on the Betterez platform and will work alongside all teams within the company to shape the Betterez brand.

“I'm really excited to be joining Betterez, a leading tech startup in the transportation industry,” says Krish. “In this digital age, Betterez has the ability to transform the customer experience when it comes to ticketing and reservations – making it a truly seamless experience – and I look forward to being a part of that journey.”

## About Betterez

Betterez, founded in 2011, is a next generation Reservations & Ticketing Management (RTM) technology company focused on helping motorcoach, tour and multi-use ticketing operators

grow their businesses, and run operations and finance more efficiently. For more information, visit: [www.betterez.com](http://www.betterez.com).

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