



# BTP Automation Expands Leadership Team with Industry Veterans

LA QUINTA, CA, UNITED STATES, June 1, 2023 /EINPresswire.com/ -- [BTP Automation](#) has announced the addition to its leadership team of industry veterans [Mark Hooper](#) and [Jennifer Acreman](#).

Mark joins BTP as the VP of Product and Engineering to lead BTP's technology strategy. Mark brings over 30 years of experience in business travel technology and software design. Mark has held roles as the CTO of Dinova, CIO of GroundLink, VP of System Engineering at Travelocity, and VP of Engineering and Product at Sabre. His most recent role was Director of Technology at Cru.

Jennifer joins BTP as the Senior Director of Customer Success to lead BTP's account management strategy. Jennifer brings over 25 years of travel industry experience. Her most recent role was as Director of Channel Sales at Deem. Throughout her 20-year career with Travelport, she held various roles, from Account Executive to Business Development Manager and Senior Account Manager.

"I am thrilled to embark on this exciting journey at BTP Automation, where innovation, automation, and operational efficiencies converge to significantly change how corporations, TMCs, and hotel properties seamlessly interact.", said Mark Hooper. "I am honored to become part of this dynamic team that pushes boundaries, solves complex problems, and shapes the future in this space. It is an exhilarating journey where technology, creativity, and collaboration can thrive, creating clear benefits for all corporate hotel travel market stakeholders."

"I am excited to join the BTP Automation Team and help shape our customer strategy. Hotel sourcing has been a daunting task for so many years. Our technology will help drive efficiencies and streamline the process for everyone involved. It is an exciting time here at BTP Automation, and I look forward to helping our customers take their hotel programs into the future.", said Jennifer Acreman.

"All of us at BTP are thrilled to have Mark and Jennifer join our team. In a young company, having team members with a unique blend of experience and passion for innovation makes all the difference. We are creating something extraordinary at BTP, and that requires amazing people. Mark and Jennifer fit this bill perfectly.", said Bruce Yoxsimer, BTP CEO.

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BTP Automation

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