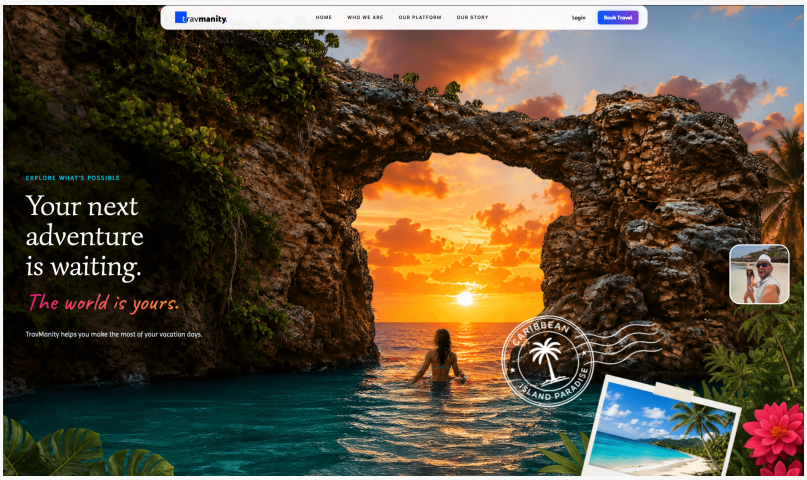
TravManity Appoints Seresa Crowson Director of Advisor Development and Supplier Relations

Travel-industry leader joins TravManity as the company expands advisor resources with Elite Advisor Advantage, Tern access and a new digital travel experience.



Seresa Crowson - Director of Advisor Development and Supplier Relations



New TravManity.com

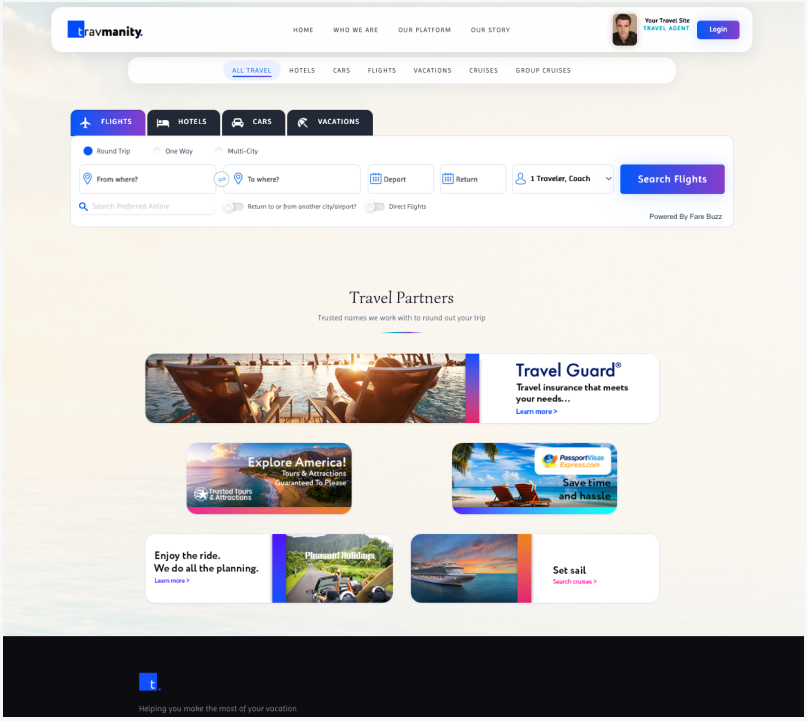
WOOD RIVER, IL, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- TravManity, an independent, IATA-accredited host travel agency, announced that Seresa Crowson has joined the company as Director of Advisor Development and Supplier Relations.

Crowson joined TravManity in May and brings a rare combination of front-line advisor experience, large-scale team leadership and travel-agency entrepreneurship to the role. She began her career as an independent travel advisor, later led a team of thousands of advisors and went on to found and build her own travel agency from the ground up.

That full-circle perspective—from booking a client's first trip to scaling an agency—now informs how Crowson supports TravManity's advisor community. In her role, she is focused on equipping advisors with the practical training, mentorship, technology resources and supplier support they need to grow successful travel businesses.

“I believe education plus experience is the key to success. This must always be our focus,” said Crowson. “Tools are also important. I use hi-tech so I can be more high-touch and more human with advisors and clients. AI lightens the load so I can be more present for the advisors and clients.”

“Seresa understands the advisor journey because she has lived it,” said Dr. Christopher J. Cokley, CEO of TravManity. “She has built a travel business, led advisors and served clients firsthand. Her commitment to education, technology and relationship-building will be an important asset to our advisors, our supplier partners and the future of TravManity.”



New TravManity Booking Engine

Supporting Advisor Growth

As Director of Advisor Development and Supplier Relations, Crowson will lead initiatives designed to help TravManity advisors build and grow their businesses through education, business-development resources, technology adoption and personal support.

Her responsibilities include developing advisor training and mentorship opportunities, supporting the adoption of sales and technology tools, and strengthening supplier relationships that provide TravManity advisors with enhanced access, product education and support.

“Seresa brings the perspective our advisors need because she understands their work from every angle,” said Shelly Coppersmith, Chief Operating Officer of TravManity. “She has been an advisor, a team leader and an agency owner. Her ability to connect practical education, modern tools and meaningful relationship-building will help our advisors feel supported as they grow their businesses and serve their clients.”

“Relationships matter,” Crowson said. “Whether it’s an advisor or a supplier, the strength of that connection is what ultimately shows up in the client’s experience.”

Crowson’s approach centers on combining advanced technology with meaningful personal support. TravManity believes technology should reduce administrative burden so advisors can devote more time to understanding traveler needs, creating personalized itineraries, following

up with clients and building long-term relationships.

Elite Advisor Advantage and Tern

During its August advisor event in Puerto Rico, TravManity introduced Elite Advisor Advantage (EAA), a premium offering that gives advisors enhanced tools, stronger visibility and priority support in addition to the benefits available through a regular TravManity advisor account.

A key component of Elite Advisor Advantage is access to Tern, an all-in-one itinerary builder and customer relationship management platform designed for travel advisors and agencies. Tern access is included as part of the EAA offering.

Tern brings together itinerary creation, client relationship management, trip planning, payment workflows, commission tracking and AI-supported features in one environment. The platform is designed to help advisors organize client and trip information, streamline business processes and create polished, personalized travel itineraries.

Through Tern access available with EAA, participating advisors can reduce the time spent navigating disconnected systems and focus more on client communication, trip planning, follow-up and relationship building.

“TravManity succeeds when our advisors succeed,” Cokley said. “Elite Advisor Advantage, Tern access and Seresa’s leadership are all part of our commitment to helping advisors grow with confidence while delivering the personal service travelers value.”

New Digital Travel Experience

TravManity also introduced a new informational website and booking engine at TravManity.com during its August advisor event in Puerto Rico.

The new digital experience gives travelers an easier way to explore destinations, find travel inspiration and begin planning their next journey. It combines the convenience of online travel planning with the expertise, personalized guidance and advocacy of a TravManity travel advisor.

For advisors, the website and booking engine provide another opportunity to engage prospective clients and support a connected journey from online discovery to personalized trip planning, booking support and ongoing service.

About TravManity Inc.

TravManity Inc. is an independent, IATA-accredited host travel agency dedicated to helping people make the most of their vacation days. Through a global network of independent travel advisors, TravManity combines technology, training, supplier relationships and personal support

to help travelers discover and book meaningful travel experiences.

Built on a foundation of more than $3 billion in travel bookings, TravManity provides education and business-development resources for people pursuing a career in the travel industry. Its proprietary First-Class Training program is included with enrollment and is designed to help new and experienced advisors develop the knowledge, confidence and capabilities needed to serve clients successfully.

With an experienced corporate team, travel-vendor relationships and live Travel Advisor training showcases across the country, TravManity is committed to building a premier international host travel agency.

For more information, visit www.TravManity.com.

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