

Grasp Technologies Strengthens Leadership Across Strategic Growth, Product Management and Customer Experience

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Tina Quattlebaum promoted to Chief Customer Officer; Nick Duenholter joins as Vice President, Commercial Growth & Partnerships; and Erik Dielschneider named Director of Product Management



Grasp Technologies, a leading provider of travel data, analytics, and automation solutions, today announced three leadership appointments designed to strengthen the company's strategic growth, product innovation, and customer experience capabilities.

Tina Quattlebaum promoted to Chief Customer Officer.

Quattlebaum joined Grasp in August 2024 as Director of Customer Success, was promoted to Vice President of Customer Success in 2025, and has played an important role in enhancing customer experience, strengthening satisfaction, and aligning internal teams around customer needs.

She brings particularly relevant experience to the role, having spent much of her career working on both the corporate buyer and travel management company sides of the industry.

Before joining Grasp, Quattlebaum served for nearly seven years as Director of Global Travel and Card Operations at Pfizer, where she led a global team and managed a travel, card, and meetings program representing more than \$1 billion in spend. She directed card strategies across 84 markets, helped expand online booking coverage to 89% globally, and partnered with suppliers to develop integrated reporting across travel, card, expense, sustainability, wellness, and business-unit performance.

Quattlebaum previously held leadership roles with BCD Travel, Hewlett-Packard, Agility Logistics,

Nielsen, Dun & Bradstreet, and JPMorgan Chase. Across those organizations, she managed global travel, card, expense, meetings, supplier, and agency programs and led initiatives spanning sourcing, technology implementation, process improvement, reporting, and customer experience.

Her experience gives her firsthand knowledge of the challenges Grasp customers face, including fragmented data, complex global programs, supplier management, technology adoption, operational efficiency, and the need to translate travel data into measurable business value.

In her expanded role, Quattlebaum will be responsible for helping customers realize consistent value throughout their relationship with Grasp.

“Tina has not only supported customers—she has been one,” said Maria Chevalier, CEO of Grasp Technologies. “She understands the realities of managing global travel programs and working across TMC, technology, supplier, card, and expense ecosystems. That perspective, combined with the impact she has already made at Grasp, makes her exceptionally well suited to lead our customer organization and help us build even stronger, more strategic relationships.”

Nick Duenholter joins Grasp as Vice President, Commercial Growth & Partnerships.

In this role, Nick will lead Grasp’s sales organization and be responsible for driving new business, strengthening strategic customer relationships, expanding partnerships, and helping accelerate the company’s growth.

Nick brings to Grasp 25 years of experience helping global enterprises leverage data, analytics, and technology to improve business performance. Throughout his career, he has specialized in transforming complex, fragmented data into actionable intelligence that drives smarter decisions, operational efficiency, and measurable financial results.

Most recently, Nick served as Senior Account Executive at Emburse following its acquisition of TRIPBAM, where he advised many of the world’s largest organizations, including numerous BTN100 companies, on using travel data strategically to optimize hotel and air programs. By combining advanced analytics with a consultative approach, he helped clients reduce travel spend, improve supplier performance, strengthen policy compliance, and enhance the traveler experience.

Prior to Emburse, Nick played a key role in TRIPBAM’s growth as an industry leader in travel intelligence and hotel rate assurance, helping global organizations unlock the strategic value of travel data to improve sourcing decisions and drive measurable savings. Earlier in his career at Hewlett-Packard, he led global finance and business planning initiatives, developing enterprise data aggregation and management strategies that centralized fragmented business data into integrated reporting platforms. His work improved forecasting, increased executive visibility, and established a foundation for data-driven decision-making across global organizations.

Nick's career has been defined by one consistent principle: data creates value only when it is transformed into actionable business insight. His unique blend of commercial leadership, financial acumen, and enterprise data strategy enables him to bridge technology with business outcomes and serve as a trusted advisor to executive leaders across procurement, finance, travel, and technology.

At Grasp, Nick will be focused on helping organizations harness the full potential of travel and expense data to improve visibility, optimize performance, and make smarter, more informed business decisions.

"Nick understands the travel industry from nearly every angle—as an analyst, operator, strategist, customer, and sales leader," said Maria Chevalier, CEO of Grasp Technologies. "He has lived and breathed travel data, understands how organizations use it to drive savings and manage risk, and knows how to translate complex customer needs into strategic solutions that drive results. That combination will be invaluable as we deepen customer relationships, expand our partnerships, develop new products, and accelerate Grasp's growth."

Grasp also announced that Erik Dielschneider has been named Director of Product Management.

Dielschneider has been with Grasp for more than six years and has held leadership and technical roles across customer success, sales engineering, product support, and graspPAY implementation. His experience gives him a comprehensive understanding of the full customer and product lifecycle—from identifying customer requirements and demonstrating solutions to implementation, training, support, and ongoing product development.

Before joining Grasp, Dielschneider led travel technology, innovation, global data consolidation, process improvement, and complex client implementation initiatives. He also previously co-managed a global corporate travel program with approximately \$12 million in annual spend.

In addition to his role at Grasp, Dielschneider serves on the Global Business Travel Association's Payments Committee.

"Erik has a rare combination of technical expertise, travel operations experience, and deep customer understanding," said Chevalier. "His ability to connect customer needs with practical product solutions makes him exceptionally well suited to lead our product management function."

As Director of Product Management, Dielschneider will lead product definition, prioritization, and roadmap execution as Grasp continues to evolve its travel data and intelligence platform.

Together, the appointments strengthen three interconnected areas of Grasp's strategy:

understanding the market, translating customer needs into product priorities, and delivering value throughout the customer lifecycle.

“These appointments represent another important step forward for Grasp,” Chevalier added. “We are strengthening the connections between our customers, our partners, and our product strategy as we continue helping travel organizations turn fragmented data into trusted insight, action, and results.”

About Grasp Technologies

Grasp Technologies helps organizations unify, manage, and activate travel data across fragmented systems. Through solutions spanning data consolidation, reporting, analytics, automation, and travel-related workflows, Grasp enables travel management companies, corporate travel departments, and enterprise travel programs to improve visibility, increase operational efficiency, and make more informed decisions.

For more information, visit www.grasptech.com.

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