

FOR IMMEDIATE RELEASE

Hospitality Software Leader Cendyn Hires Three Key Executives in Response to Rapid Global Expansion



Bryan Happ
CFO



David Kidd
VP of Product Management



Michael Bennett
SVP Global Marketing &
Business Development



The cloud-based sales and marketing software company adds subject matter experts in finance, marketing and product management

Boca Raton, FL, October 25, 2016: Cendyn, the cloud-based hospitality software and services company headquartered in South Florida, has elected to hire three, key subject matter experts to round out its executive team.

September marked the hiring of Bryan Happ as chief financial officer, Michael Bennett as senior vice president global marketing and business development, and David Kidd as vice president of product management.

“As we continue to grow, it was imperative to bring folks to the team who are at the forefront of their disciplines,” said Charles Deyo, Cendyn’s CEO. “These three executives will add insight and expertise to continue to accelerate our global growth.”

Founded in 1996, cloud-based software company Cendyn aims to revolutionize hospitality sales and marketing performance through its two core product lines—Cendyn/ONE and Cendyn/Events. While Cendyn/ONE creates a fully integrated CRM and digital marketing platform based in guest data through the entire guest lifecycle, Cendyn/Events provides a complete meetings and events planning, sourcing, execution, and measurement platform.

Happ joins Cendyn with more than 25 years of accounting and finance experience in both the private sector and public accounting. He spent the first 14 years of his career at Ernst & Young in Assurance and Advisory Business Services. Previously the CFO of two publicly-traded healthcare services and technology companies, most recently Happ served as CFO of a private equity-backed software company where he led its successful sale.

Happ holds a bachelor's degree in Economics from Cornell University and a master's in accounting from Northeastern University. He also is a Certified Public Accountant.

Michael Bennett comes to Cendyn as senior vice president of global marketing and business development after spending almost 10 years as a marketing executive for hospitality management and development companies, most recently at White Lodging. Prior to his time in hospitality marketing, Bennett spent 10 years working on the agency side of the business as owner and chief creative officer of Madhaus Studio, a digital agency in the Chicago suburbs.

In 2011, Bennett was recognized as a "Top 25 Extraordinary Minds in Sales & Marketing" by the Hospitality Sales & Marketing Association International. He has a degree in design from the American Academy of Art.

Kidd is a 14-year veteran of product management for SaaS-based "interconnected intelligence" solutions. His expertise lies in aligning product management and development teams and building highly effective software requirement processes for global software companies.

He has an MBA in International Business from the University of Miami, and is both a Certified Scrum Master and Certified Product Owner.

About Cendyn:

Cendyn is a cloud-based software and services provider that develops integrated technology platforms for driving sales and marketing performance in the travel and hospitality industry. Cendyn/ONE, provides an integrated CRM and Data-Driven Digital Marketing platform for hotels and resorts, and Cendyn/Events provides an integrated meetings and events management platform, which is revolutionizing the way clients plan, source, manage and measure events world-wide. With offices in Boca Raton, Atlanta, Boston, San Diego, Toronto, London and Singapore, Cendyn proudly serves more than 30,000 clients in 143 countries with enterprise spend levels in excess of \$1 billion. For more information on Cendyn, visit www.cendyn.com.

Contact:

Christophe Tayon, Director of Marketing

Phone: 561.419.2262
ctayon@cendyn.com