

Georgia is a seasoned tourism industry professional with over 20 years of comprehensive experience in the development, implementation, and management of strategies designed to optimize hotel sourcing processes and dynamic packaging solutions. As Senior Product Manager Dynamic Sourcing, she plays a central role in shaping and enhancing the company's product sourcing capabilities, contributing directly to operational efficiency, commercial competitiveness, and service quality.

Throughout her distinguished career, Georgia has specialized in transforming traditional hotel sourcing models into agile, data-driven, and dynamically integrated solutions, ensuring alignment with rapidly evolving market demands and technological advancements. She possesses extensive expertise in overseeing the full lifecycle of sourcing strategies — from market analysis and supplier negotiations to system integration and performance optimization.

Prior to joining the organization, Georgia spent 14 years with one of Europe's leading tour operators, where she held various senior leadership positions, most recently as **Director Dynamic Hotel Sourcing & Demand Management**. In this capacity, she was responsible for leading international, multi-disciplinary development teams, managing sourcing operations across multiple markets, and driving the implementation of advanced dynamic sourcing and packaging systems. Her leadership was instrumental in improving sourcing efficiency, enhancing inventory accuracy, and supporting the transition to modern, API-based connectivity solutions.

Georgia's deep operational and commercial knowledge is complemented by her strong project management capabilities and proven ability to lead cross-functional, geographically dispersed teams. She is particularly passionate about leveraging technology and process optimization to create scalable, flexible sourcing solutions that deliver both operational benefits and commercial value.

As part of her current role, Georgia continues to focus on strengthening supplier partnerships, enhancing dynamic sourcing infrastructures, and supporting the seamless integration of sourcing processes with product, technology, and commercial strategies — ensuring the business remains agile, competitive, and responsive to market trends.