

Tripadvisor Media Center

TripAdvisor Names Eric Rosenzweig Senior Vice President of Sales and Business Development

Online Travel Expert Joins TripAdvisor Team

PRNewswire
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TripAdvisor, the leading travel information site, today announced the appointment of Eric Rosenzweig, senior vice president of sales and business development.

Rosenzweig brings a wealth of experience in the online travel industry. For the past two years, he served as executive vice president at SideStep and prior to that he was at Travelocity for two-and-a-half years, most recently as vice president of business and corporate development. Before Travelocity, Rosenzweig was with Preview Travel.

"We are thrilled to have Eric Rosenzweig join the team at TripAdvisor," said Steve Kaufer, TripAdvisor's CEO. "We are confident that the strength and breadth of Eric's online travel experience, including corporate strategy, business development and product management, will be a tremendous asset to the senior management team at TripAdvisor and will help drive our aggressive new business strategy."

In his new role as senior vice president of sales and business development, Rosenzweig will lead TripAdvisor's North American sales initiatives and partnership development and will play a significant role in the company's growth.

Rosenzweig earned M.B.A. and J.D. degrees from the University of California, Berkeley and a bachelor of arts degree from Harvard University.

About TripAdvisor

TripAdvisor, Inc. provides a comprehensive travel search engine that helps consumers research their travel plans via the Web, and gives them direct access to major online travel suppliers, including Expedia, Orbitz, hotels.com and American Airlines, for booking upcoming trips. TripAdvisor.com is the most popular travel information Website worldwide, according to comScore Media Metrix (January 2005), and has won dozens of awards, including PC Magazine's Top 100 Web Sites and Forbes Best of the Web. The company also offers travel suppliers a performance-based marketing medium that generates average click-through rates of more than 10% per page. TripAdvisor is part of IAC/InterActiveCorp .

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