

## **TRIPADVISOR FOR BUSINESS NAMES JULIO BRUNO AS GLOBAL VICE PRESIDENT OF SALES**

**LONDON, UK. – 11 October 2011** – [TripAdvisor®](#), the world's largest travel site\*, today announces the latest addition to the senior management team of its TripAdvisor for Business division, with the appointment of Julio Bruno in the newly created position of Global Vice President of Sales. In this role, Bruno will oversee the TripAdvisor for Business division's worldwide sales and advertising operations, including [TripAdvisor Business Listings](#).

"Julio makes a great addition to the team, with a sales career that has spanned many years and a wide array of industries," said Christine Petersen, president of TripAdvisor for Business. "Julio's strategic insights and leadership will be great assets as we grow and develop our sales teams, and expand advertising opportunities to hospitality and leisure businesses around the world."

Bruno comes to TripAdvisor from Travelport, where he headed sales for Canada, Latin America and the Caribbean, with a special remit to reintroduce Travelport in Latin America and launch the company in several new countries. He has also held executive positions at Cendant/Travelport B2B as Managing Director for Europe and South America; Regus plc, Diageo plc and Energizer Corp. With a rich international business career covering diverse sectors, Bruno has successfully managed multinational companies, and more specifically, their expansion plans and investment strategies worldwide.

"I'm excited to join TripAdvisor and to develop winning sales initiatives for each of our markets," said Bruno. "As the world's largest travel site, TripAdvisor offers a wealth of marketing opportunities for a range of hospitality businesses, and I look forward to promoting their benefits in my future travels, which I am sure will be plenty."

Bruno holds a master's degree in International Business from the University of London, Birkbeck College, and a post-graduate certificate on leadership from Wharton, University of Pennsylvania.

Bruno will be based in TripAdvisor's head office in Newton, Mass.

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