

Douglas Rice joins InnSpire's Advisory Board

Stockholm, Sweden (2015-12-14):

Sweden's leading hotel technology company, InnSpire, is proud to announce that Douglas Rice, co-founder and CEO Emeritus of the industry association Hotel Technology Next Generation (HTNG), has joined their Advisory Board. As InnSpire continues to expand globally with new installations in hotels in Asia, Europe, North America and the Middle East, bringing in experienced and trusted voices will only help further establish InnSpire's growing reputation within the hospitality industry.

Douglas Rice has been a leader in the global hospitality technology industry for nearly 30 years and now advises hotels, technology providers, and investors on strategic technology planning, market development, funding, and mergers and acquisitions. He is best known for his role as a founder of HTNG, a non-profit association serving the hospitality industry. Douglas also served as its first chief executive, and during his 11-year tenure HTNG grew from a start-up all-volunteer effort to a global industry association with thousands of members, a multimillion dollar annual budget, and nearly a dozen full-time staff.

"To have someone like Douglas join our Advisory Board is a great honour for InnSpire", says Martin Chevalley, InnSpire's co-founder and CEO. "Technology changes fast but you also need wisdom and experience and there are few people who can match Douglas for that. We're excited to have Douglas give us the benefit of his knowledge and advise us as we seek to fulfill our mission to help hotels around the world sell more & entertain better."

InnSpire first came to Douglas' attention in 2013 when InnSpire's Guest Media Streaming technology won HTNG's coveted Most Innovative Hospitality Technology award based on a vote of top hotel IT executives. Speaking of his decision Douglas says, "I'm excited to be working with InnSpire because their product addresses a key need of many tech-savvy guests, and more importantly because it is getting real traction with some of the most demanding hotels in the world."

Douglas has also received numerous awards recognizing his service as one of the most influential technology executives in hospitality and is a frequent speaker at industry conferences around the world as well as the author of dozens of published articles.