

# ATG FURTHER STRENGTHENS GLOBAL SALES TEAM

## *Brenda Matsubayashi appointed Bid Manager*

*Utrecht, Netherlands, September 16, 2022* – ATG Travel Worldwide, B.V., a global leader in business travel management, has named Brenda Matsubayashi to the Bid Manager post.

Based in Toronto, Canada, Brenda Matsubayashi earned an MBA from the Richard Ivey School of Business at the University of Western Ontario. She possesses over 20 years' experience in the business travel industry, supporting Finance, client profitability analytics and RFP/ bid management functions. Brenda Matsubayashi's previous roles also included supporting implementations for large multi-national clients after account award.

Her experience in business travel began in the pricing analytics arena, then grew to managing a team of Pricing Analysts supporting large global travel management companies such as HRG and American Express Global Business Travel. For the past two decades, she has managed the bid management functions for both Business Travel and Meetings & Events.

"Prior to the pandemic, the travel management industry was experiencing a shift in the expectations of our clients. The pandemic underscored and accelerated the need to address client requirements in relation to commercial alignment. ATG has capitalized on the opportunity to accommodate renewed and exciting expectations from our clients," said Robert Loeschke, Vice President of Sales, to whom Brenda Matsubayashi reports. "With only 35% of our services performed at the 'front office' level, this transformation at ATG requires a modern approach to aligning price with products, services and performance. Brenda will be leading the team in our efforts to achieve a more contemporary pricing model that best represents client expectations."

"ATG is known throughout the industry for providing culturally relevant global travel programs", said Brenda Matsubayashi. "I am thrilled to be part of this cross-functional, international team, designing customized program solutions for our prospects and clients."

### **About ATG**

ATG Travel Worldwide, B.V., headquartered in Utrecht, Netherlands, is a global travel & expense management leader and a technology product powerhouse, offering a revolutionary combination of high touch service and innovative and proprietary intelligent booking solutions, centralized global quality control, data management insights, a true global user platform and a suite of human resources products. ATG is also a global international franchise of market leading travel management companies. ATG offers regional, company-owned offices in The Americas (USA), Europe/Middle East/Africa (Frankfurt, Germany) and Asia Pacific (Shanghai, China) and franchise partner offices covering 140+ countries with 7,800 global employees and a worldwide turnover representing over \$7.2 billion.