

About us

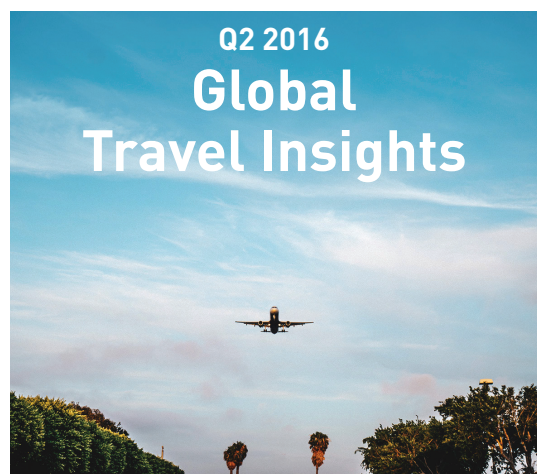
Sojern is a leading data-driven performance marketing engine for the global travel sector. Through its Sojern Traveller Platform, and billions of traveller intent signals across online and mobile channels, Sojern puts heads in beds and travellers in towns for its clients worldwide. One of the fastest-growing travel tech companies, Sojern works with travel brands and independent hotels in North America, Latin America, Europe, the Middle East, Africa and Asia-Pacific. The company has its HQ in San Francisco, with key offices in Dubai, London, New York, Omaha and Singapore. For more information, visit www.sojern.com.

Sojern's latest accolade

Sojern is ranked 148th on Deloitte's Technology Fast 500 – the third consecutive year it has made this prestigious list. Inclusion ranks it alongside the likes of LinkedIn, Facebook and Yelp, and recognises an average 500% growth in sales over the three-year period.

Latest Sojern report

Sojern's latest Global Travel Insights report is live with a host of fresh, new travel trends. We analysed behaviour in North and Latin America, Europe, Asia-Pacific and the Middle East and Africa to understand travel intent for Q2 and looking to Q3 and beyond. This quarter, we've expanded some of our data sets, looking more into traveller's timing habits—both when they book and when they depart—as well as more year-over-year and quarter-over-quarter trends. Sojern provides travel marketers with insights to help plan more strategic and effective campaigns.



MEET THE TEAM



MARK RABE, chief executive

With more than 15 years in digital media senior leadership roles, Mark loves the challenge of scaling businesses, and is passionate about the role digital plays in the marketing ecosystem. As chief executive of Sojern, he leads a team of travel and online advertising veterans as they build the world's most powerful data-driven performance marketing engine. Prior to joining Sojern, Mark spent more than six years at Yahoo! managing the creation and growth of its global sales team, and directing strategic relationships with the world's largest global advertisers and agencies. He has also held leadership positions at companies such as Overture and About Inc. Mark holds a BA from Denison University and an MBA from Duke University. He is a member of the IAB and advisor to several digital media companies.



STEPHEN TAYLOR, senior vice-president, managing director

Stephen is a Brit living in San Francisco, from where he oversees the global sales, operations, product, partnerships and marketing for Sojern's core business. Throughout his career, Stephen has been a pioneer of data-driven marketing and is passionate about building global businesses. Most recently, Stephen served as the chief executive of Qype, acquired by Yelp. Prior to that, he led Yahoo!'s European consumer business and was EMEA managing director for Overture. Early in his career, Stephen was one of the first employees at Air Miles (acquired by British Airways). Stephen graduated with honours from the University of Birmingham and is a non-executive director of several internet and mobile businesses.



JIM BRIGDEN, EMEA managing director

Based in London, Jim is managing director of Sojern's EMEA business. During his career, Jim has scaled several global businesses and led them through a variety of successful exits. Most recently, Jim served as chief client and commercial officer at iProspect. Prior to that, he was chief executive at I Spy Marketing (acquired by iProspect), group MD at TradeDoubler and chief executive at The Search Works (acquired by TradeDoubler). Jim held the position of northern Europe sales director at Overture (acquired by Yahoo!), was sales and marketing director at image100.com, and account director at Air Miles (a subsidiary of British Airways). He is passionate about cutting-edge industries and his forward thinking is integral to his success. Jim graduated with honours from the University of Westminster.

TRAVOLUTION 10TH BIRTHDAY: PARTNER SHOWCASE



supporters of



SOJERN
Engage Travellers





SOJERN

Engage Travellers



**JIM
BRIDGEN**
managing director



WITH JIM

Apple or PC? Apple

Which of your gadgets do you most worry about losing? iPhone

How many Twitter followers do you have? 286

What was your first online travel purchase? It would have been in the late 1990s in New York – maybe a flight back to London

Who makes the best smartphones?

Apple

Atari or Sinclair Spectrum?

I have never played computer games

What's your favourite travel app?

Walk it

How many travel apps do you have downloaded on your phone? 11

Who has made the biggest impact on travel in the past decade? Airbnb

What was the last Instagram picture you posted? A picture of my daughter climbing 'the cliff of certain death' in Pembrokeshire

Q. What or who has been the biggest disruptive influence in travel over the past decade?

A. Without a doubt, it has been the sharing economy. The idea that you could become a multibillion-dollar company without owning any tangible assets is revolutionary. The key to owning a business now is about owning those key relationship links between provider and user, and becoming a facilitator of these transactions. I find it incredible that we are able to see the travel cycle from the dreaming and planning phase all the way to booking, and we can pinpoint that path to purchase on different devices. Reaching in-market travellers with relevant advertising content that is helpful to their holiday planning is hugely disruptive.

Q. What or who do you think will be the biggest disruptive influence in travel in the coming decade?

A. Travel companies will increasingly tap into their wealth of data and insights to inform their business decisions in a smarter way than has ever been done previously.

Q. What about the travel industry today surprises you most, given predictions made about what we should expect 10 years ago?

A. I suppose that I expected travel companies to be using all this data they have at their disposal in a bigger way. I think it's definitely moving in that direction, but at a slower pace than I expected. Big data can be especially powerful, and so many travel companies have lots of untapped data, but we really need to start thinking beyond the buzzwords to what it actually means and how best to harness it to drive revenue.

Q. Do you think the pace of change will quicken in the coming decade compared with what we have seen in the past 10 years, and what will influence the speed of change?

A. At the rate that data and content is being created, I can only see the pace of change accelerating. This will be largely fuelled by Millennials and Gen Z consumers, as their habits and the ways in which they interact with the world are increasingly multi-device. Everyone will need to adapt to cross-device to keep up. New streams of data coming from wearables and the 'internet of things' will give advertisers unprecedented access to consumers, their personal interests, activities, spending patterns and behaviours. These new streams of granular data, if harnessed correctly by brands, will take advertising to a new level of tailoring and relevancy.

Q. How do you think travel rates against other areas of business and commerce in terms of how it has met the challenges of the digital era?

A. Overall, the travel sector is well ahead of the curve when it comes to digital. Though, I would say that different sectors within travel have reacted at different paces. Airlines were quick to adapt to the opportunities that digital afforded and moved to online booking capabilities relatively quickly. They've expanded this as well in their ancillary services. People are able to pre-order food and even duty free before they fly. Tourist boards have, on average, lagged a little in this space, but then you have something such as Visit Iceland and its 'Iceland Academy' campaign, which marries all of the wonderful opportunities you have to engage via digital – and it's fun to watch. Cruise companies have been slower to adapt, but their demographics are slightly different, so the urgency isn't quite there yet. At the end of the day, everyone realises they need to get on board with digital. All demographics are adopting and embracing digital, and travel brands will continue to adapt accordingly. When you compare travel with the telecomms industry, for example, which I would say lags behind in utilising its data to tailor services and products to create brand loyalty, it's obvious how far ahead travel is.

Q. Do you think travel is well placed to meet the challenges of the coming decade? If so, what gives you that confidence?

A. The innovation going on in travel is huge, so I think it's one of the best-placed industries to meet the challenges and opportunities that the next 10 years will bring. From airline Wi-Fi and robotics to the

increasingly integrated and seamless nature of technology and growth in creative content, there's a tonne of innovation in the travel sector, which makes it an exciting sector to be in.

Q. What has been the most disappointing aspect of the travel industry for you over the past 10 years?

A. I don't know that there is anything particularly disheartening, but with the amount of innovation and growth going on in this industry, it's disappointing we can't move faster.

Q. What has excited you most about the industry over the past 10 years?

A. For the larger travelling population, the ease of putting together travel packages has been transformative. Travellers are empowered to book their travel in a much more bespoke way. The growth in this tailor-made travel is very exciting. Travel brands have a real opportunity to inspire those in-market, as they begin to research and then build and purchase these packages.

Q. Has the internet proved to be a broadly positive force for travel intermediaries or are the forces of disintermediation still at work?

A. On the whole, the internet has been positive for the industry. I'm in two minds on this one. Offline, I do think there are definitely aspects of disintermediation at work, because the internet connects the user to the end product much more quickly and in a more transparent way. But online, some of the most important industry players are the meta and OTA brands, which keeps things competitive.

Q. If you were given £1 million to invest in a travel start-up today, what would you look for?

A. The most attractive traits are a great idea and a great team. I'd also be looking at something new that looks like it has the potential to scale quickly.



New streams of data coming from wearables and the "internet of things" will give advertisers unprecedented access to consumers' personal interests, activities and spending patterns