



**For more information, contact:**

Debi Moses  
Director of Sales, EZYield  
[dmoses@EZYield.com](mailto:dmoses@EZYield.com)  
Tel: +1.407.629.0900



**Media Inquiries, contact:**

Andrea Roland  
Plan A Public Relations & Marketing, Inc.  
[andrea@planapr.com](mailto:andrea@planapr.com)  
Tel: +1.407.905.0608

FOR IMMEDIATE RELEASE:

## **Jennifer F. Ranno Joins EZYield as Vice President of Global Sales & Marketing**

*Experienced hospitality technology sales and marketing executive to head up global expansion initiatives for industry's leading channel management platform*

**Winter Springs, Fla. — November 3, 2010 —** [EZYield](http://EZYield.com), the originator of automated online distribution management solutions for the worldwide hospitality industry, announces the appointment of Jennifer F. Ranno as vice president of global sales and marketing. Ranno is tasked with spearheading EZYield's multichannel worldwide sales plan, managing strategic global marketing initiatives, and maximizing exposure of the company's intuitive channel management, yielding and online distribution platform to hoteliers around the globe.

Prior to joining EZYield, Ranno held the position of vice president of sales for the Americas with iBahn, where she was responsible for sales of the company's IPTV and Internet technology solutions. At iBahn, Ranno cultivated strategic partnerships, created concentrated sales launch efforts of the IPTV solutions in the Americas and analyzed market trends for effective positioning of the product line. Previously, Ranno served as vice president of accounts, Americas, for hospitality software supplier SynXis/Sabre Hospitality Solutions, where she led the sales and account support efforts for both North and South America account management teams. Before joining SynXis in 2000, Ranno held several national sales & marketing positions for Westin / Starwood Hotels & Resorts in both Dallas and Los Angeles.

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"Jennifer understands the world of hospitality from both the property level and as a technology supplier, making her the ideal candidate to lead EZYield's international expansion," says Ed St. Onge, Executive Chairman of EZYield. "We're working on several high-level initiatives for 2011 that will enable EZYield's industry-leading distribution management platform to perform further strategic activities and dramatically increase our market penetration. Jennifer will play a key role in these efforts, and we are excited to have sales and marketing expertise of her caliber on our leadership team."

As an industry veteran and a member of Hotel Technology Next Generation, Ranno is quite familiar with EZYield's reputation as a leading hospitality innovator. "I have always admired both the individuals within the EZYield organization and their advanced solutions that have provided hoteliers with advantages and alternatives to the past ways in which hotel revenue systems were managed," she says. "The emergence of EZYield's new game-changing solutions over the coming years will allow for even further efficiencies and revenue generation opportunities, and I very much look forward to being a part of that effort."

Ranno holds a bachelor's degree in advertising from the University of Oklahoma. Recently relocated to EZYield's headquarters in Winter Springs, Florida, she will be among the EZYield executives on hand to meet with current and prospective clients at World Travel Market in London, November 8 to 11, at Booth TT139. For more information, please contact EZYield sales at +1 407.629.0900, via email [sales@EZYield.com](mailto:sales@EZYield.com) or visit [www.EZYield.com](http://www.EZYield.com)

**About EZYield** | EZYield is the originator and industry leader of automated online distribution management solutions for the worldwide hospitality industry. More than 3,500 hotels in 97 countries utilize EZYield's award-winning, advanced channel management software solutions to streamline the distribution of rates and inventory to over 500 onward distribution channels in multiple languages and 168 international currencies. Dynamic and flexible enough to satisfy the needs of any size property or hotel group, EZYield's web-based, mobile friendly solutions are designed to give control of online distribution back to the hotelier, consistently providing the highest rate of yielding accuracy in the industry. EZYield maintains regional offices in Asia Pacific, Europe, and the Americas, and provides continuous live support to their clients around the world. For more information, please contact [sales@EZYield.com](mailto:sales@EZYield.com) or visit [www.EZYield.com](http://www.EZYield.com).

**Editor's Note:** Electronic images are available by contacting Adam Kirby at Plan A Public Relations & Marketing, Inc. Phone: 708.386.1901 or e-mail: [adam@planapr.com](mailto:adam@planapr.com).