

As the Head of the Amadeus Multichannel Distribution Unit, Cynthia has the main responsibility to integrate and manage the GDS strategy and distribution of independent and small-medium chains. Today this unit represents more than 5000 hotels worldwide. Cynthia brings more than 10 years of experience in the Hospitality and travel industry with a well rounded experience in revenue management, business development, and product and project management. Previous to her current role, Cynthia has headed the Amadeus Hotel Product unit where she ensured that hotel providers and travel agency requirements meet to drive business.

Prior to joining Amadeus in 2003, Cynthia held different positions in the Amadeus Hospitality Group including product and project management and hotel revenue management consultant, product management and project management. Before joining the hospitality industry, Cynthia held different positions in the airline industry in companies as Mexicana Airlines, KLM-Royal Dutch Airlines and Air France. She holds a B.S in Aviation Management and an MBA from the University of Louisiana. She is currently based in the Amadeus Headquarters in Madrid, Spain.