

Jennifer Riesselman is the Manager of Distribution Solutions Channel Management at Carlson Hotels Worldwide. She leads a team of individuals responsible for delivering strategic channel solutions worldwide, implementing cutting edge technology, creating preferred interfaces and improving business processes. Jennifer is also responsible for the connectivity and functionality of all systems, applications and interfaces used by Distribution and Reservations Services within Carlson Hotel Worldwide.

Jennifer has been with Carlson for 22 years and has served in a variety of roles, including Interface Support Supervisor, Assistant Manager, Global Distribution Systems and Manager, Distribution Services.

Jennifer currently serves on the Board of Directors for HEDNA, Hotel Electronic Distribution Network Association, which is the leading association focused on the standardization and advancement of electronic distribution in the hospitality industry. She joined the board in March 2009 and was re-elected by the members to a 2 year term starting in December 2009. Jennifer also serves on the Sabre® Travel Network Hotel Operational Advisory Board.