

Keith Cotton is Vice President, Supplier Solutions at HBSi, a company specializing in providing connectivity and distribution solutions to the hospitality industry. In his role, Keith is responsible for traditional sales activities with a consultative approach that ensures both HBSi and the hotel client implement distribution solutions that provide excellent value for both parties. Keith also works as part of the HBSi management team investigating new opportunities and evaluating evolving distribution solutions.

Keith is a travel industry veteran and pioneer with more than 25 years of experience that originates with his work at Holiday Inn Worldwide during the foundation of today's electronic distribution environment. After 13 years at Holiday Inn, Keith went to work for THISCO as part of a team that developed THISCO into the Pegasus Solutions known today. More recently and prior to joining HBSi, Keith was Managing Director for ReservHotel and Sales Director for AltiusPar.

In 1991, Keith helped launch HEDNA and is a founding board member. He is currently serving in his 4th non-consecutive term as an officer and Treasurer of HEDNA and is active in various other industry events and committees.