**Janice Sousa named Co-Founder and Chief Executive of Groupdesk**

*Seasoned travel-industry growth expert to lead Toronto-based startup into expansion phase*

**June 4, 2019 - Toronto, Ontario** -- Groupdesk, North America's leader in group travel technology, today announced that Janice Sousa has joined the company as Co-Founder and Chief Executive Officer to further refine and expand its growing client portfolio. Sousa is a seasoned executive with almost two decades of business growth expertise, and is taking the role in the midst of an exciting and promising fundraising round.

Prior to joining Groupdesk, Sousa held senior-level roles at multiple well-recognized companies including Merit Travel, Me to We, and EF Educational Tours.

"I am very excited to welcome Janice to our team as Co-Founder and CEO," said Groupdesk founder, Alex Handa. "Groupdesk is building a team to change the way group travel is booked and bringing it online. We are helping hundreds and soon thousands of agents digitize their work. We are inventing a new way to book group travel at scale. Janice is an experienced leader in Group Travel with a history of scaling teams and implementing software solutions. Group Travel will be fully digitized over the next 10 years and Janice will make Groupdesk the leader in that space."

"I am so excited to join the Groupdesk team," added Sousa. "I have worked in the group and travel space for some time now and I'm looking forward to bringing a product that helps teams drive revenue, productivity and puts the power in our users' hands and allow partners to focus on scaling their own businesses."

**ABOUT GROUPDESK**

Groupdesk is revolutionizing the Group Travel industry by converging all facets onto their user-friendly software. Built by industry leaders and owner-operators, the Groupdesk's technology digitizes and streamlines the entire group travel process to help businesses scale their revenue. The brand is dedicated to taking the group travel industry from $ 690 billion to over $1 trillion.

**Contact**

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