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welcome

Dear Attendees,

The **BTN Group** is pleased to welcome you to the **fourth annual Entertainment Travel Summit New York** at the W New York – Union Square. In a continued effort to engage our audience, we promote an intimate format to unite the top corporate decision makers for entertainment and media organizations and provide a platform for information sharing.

Through expert-led sessions and interactive discussions, you'll gain valuable insight on a variety of topics, including Amadeus in motion: the future of content distribution and the GDS, how compliance suppliers are helping overcome cross-border challenges, whether you really need a travel policy, making the most of air and hotel reshopping tools, AI use by entertainment, sports and media travel buyers today and tomorrow and more. We encourage you to share your challenges and successes and hope you discover key takeaways to enhance your corporate travel and meetings program in the months ahead.

For 42 years, the **BTN Group** has been the leading source of business travel and meetings information and intelligence. Our expert editorial staff delivers the highest quality news, information, data and research for corporate executives like yourself who are responsible for setting policy, managing and buying business travel and meetings on behalf of their company.

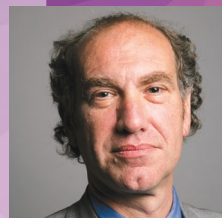
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Executive Director,
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JEN BANKARD

Executive Director,
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agenda

time (ET)	session	speakers
8:30 AM - 9:30 AM	Registration & Breakfast sponsored by 	
9:30 AM - 9:40 AM	Welcome Remarks	
9:40 AM - 10:20 AM	Amadeus in Motion: The Future of Content Distribution and the GDS Amadeus Vice President, Solutions Consulting Jay Richmond talks about changes ahead in content distribution, his vision of modern travel retailing and how Amadeus is remaking itself into being more than a GDS.	Jay Richmond , VP, Solutions Consulting, Amadeus
10:20 AM - 11:10 AM	How Compliance Suppliers are Helping Overcome Cross-Border Challenges What buyers need to know about tools and services available to them to meet new requirements and geopolitical challenges by keeping on top of required visa and tax filings, insurances and other documentation for those traveling for and with entertainment, sports and media companies.	PANELISTS: Mohamed Aboshanab , CEO & Founder, Global Expat Samantha McKnight , SVP, Client Solutions, CIBTvisas Lynda Ngo , Director, Global Mobility, Andersen
11:10 AM - 11:40 AM	Networking Break sponsored by  	
11:40 AM - 12:30 AM	Do You Really Need a Travel Policy? Do entertainment, sports and media companies need to have travel policies, or could they just set a budget and let people book accordingly? Is there a better way to go than mandating pre-trip approvals? Hear from expert consultants and peer companies that have tried dispensing with all or some policies.	PANELISTS: James Gipson , Global Program, Management, BCD Travel Andrew Menkes , CEO & Founder, Partnership Travel Consulting Rachel Seiler , Senior Manager, National Hockey League Yukari Tortorich , Head of Flight Operations & Global Travel Services, Warner Bros. Discovery
12:30 PM - 1:30 PM	Networking Lunch	
1:30 PM - 2:20 PM	AI Use by Entertainment, Sports and Media Travel Buyers Today and Tomorrow Travel buyers talk about how they are using AI productivity tools today and how they expect to be using them tomorrow and get some expert insight in how to make the most of those tools in the near future.	MODERATOR: Chris Davis , Managing Editor, The BTN Group PANELISTS: Jean Belanger , Founder and CEO, Cerebri AI Helder de Freitas , Travel Systems Strategy & Innovation Manager, Disney Kim Hamer , Chief Travel Advisory Officer, Navan Sara Land , Head of Travel, WME Group
2:20 PM - 2:50 PM	Networking Break sponsored by 	

...continued on next page

agenda (cont.)

time (ET)	session	speakers
2:50 PM - 3:30 PM	Making the Most of Air and Hotel Reshopping Tools Examining how entertainment, sports and media travel buyers are using airline and hotel booking tools to reduce costs and to use the data they produce to keep tabs on dynamic pricing fluctuations and traveler compliance with policy and preferred suppliers.	PANELISTS: David Mollov , Managing Director, Travel Industry Solutions, Emburse Gagan Varma , Director Product Management, American Express GBT
3:30 PM - 4:00 PM	Hot Topics in Business Travel & Meetings Management An interactive discussion in which travel buyers air issues and discuss solutions to common challenges, such as the best way to manage supplier relationships, make use of reporting tools and other technology and maximize interaction with travelers and more.	
4:00 PM - 5:00 PM	Networking Reception sponsored by American Airlines 	
5:00 PM - 5:30 PM	Buyer-Only Roundtable	

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Mohamed Aboshanab

CEO & FOUNDER

GLOBAL EXPAT

Mohamed Aboshanab is an international lawyer and entrepreneur whose company is a global legal, tax, and mobility consultancy advising entrepreneurs, investors, digital nomads, and high-net-worth individuals across the UK, US, EU, UAE, and MENA regions. With experience in international tax strategy, global mobility, cross-border compliance, residency, and international business structuring, Mohamed works with clients and companies operating across multiple jurisdictions. He is also the host of the Global Expat Podcast and regularly speaks on global business, immigration, taxation, and international expansion.



Jean Belanger

FOUNDER AND CEO

CEREBRI AI

Jean Belanger co-founded Cerebri AI in 2016. Jean started his career working with PwC in Ottawa & Paris. After grad school at the London School of Economics, he worked in finance. In his first startup, he took Metrowerks public and won Software Product of the Year on the Mac, awarded by *MacWorld Magazine*. Software developers in over 80 countries used Metrowerks' Codewarrior to build the vast majority of software then in use on the Mac before Motorola acquired Metrowerks. After working at Motorola as VP of Business Development in the semiconductor business, he started Reddwerks, which included Walmart, CVS, UPS, and many other Fortune 500 companies as customers.



Chris Davis

MANAGING EDITOR

THE BTN GROUP

A longtime business travel industry journalist, Chris Davis has been affiliated with *Business Travel News* for more than two decades. Currently managing editor, Chris has covered all aspects of the industry in his career with BTN and for many years also has spoken and moderated panels at industry events. A former daily newspaper reporter with *The Times of Trenton*, Chris lives in New Jersey.

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speakers



Helder de Freitas

TRAVEL SYSTEMS STRATEGY & INNOVATION MANAGER

DISNEY

Helder de Freitas is responsible for leading the strategy, implementation, and optimization of enterprise travel technology across multiple business segments. He oversees platforms such as SAP Concur Travel and virtual payment solutions, driving global standardization while accommodating complex booking scenarios. Helder partners with internal stakeholders and external providers to enhance efficiency, compliance, and user experience. With a strong focus on automation and innovation, he leads initiatives such as guest booking solutions, NDC integrations, and AI-driven tools, continuously improving Disney's global travel ecosystem and supporting scalable, future-ready operations.



James Gipson

GLOBAL PROGRAM MANAGEMENT

BCD TRAVEL

Over the past 35 years, James Gipson has worked in a wide range of roles, from Global Travel Operations to Global Program Management. Throughout his career, he's collaborated with clients and teams across sectors such as Finance, Pharma, Sports, and Media & Entertainment. This has allowed James to gain valuable insights from both Corporate Travel Management perspectives and Travel Agency Management. Currently with his Media & Entertainment portfolio of accounts, James works closely with corporate travel management teams to enhance their travel programs and collaborate on future technologies in the travel industry.



Kim Hamer

CHIEF TRAVEL ADVISORY OFFICER

NAVAN

Kim Hamer is a globally recognized corporate travel leader with over 25 years of expertise spanning travel procurement, expense, payments, events, and global program strategy. At Navan, she serves as an enterprise travel champion, collaborating with the travel buyer community to pioneer innovation and demonstrate the strategic value of modern managed travel programs. Previously, Kim co-owned Results Plus Consulting and served as Senior Director at Visa, leading their global travel program and event sourcing. In 2022, *Business Travel News* named her Travel Manager of the Year and one of its Top 25 Most Influential People.



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Sara Land

HEAD OF TRAVEL

WME GROUP

Sara Land has been managing business travel programs in the entertainment industry for more than 10 years, starting at William Morris Endeavor (WME). In the past 5 years, Sara has expanded her role as the company has expanded to over 6,000 employees with a number of acquisitions, including IMG, PBR and 160/90, to become WME IMG/Endeavor. She manages Endeavor's US travel agency operations to include key travel vendor partners and oversees concierge services for Endeavor senior executives. Sara has been instrumental in cost savings initiatives and authored Endeavor's Return to Travel guidelines in partnership with the Immigration and Global Security teams. Prior to that, Sara had an extensive career in entertainment, starting out as a journalist and TV producer.



Samantha McKnight

SENIOR VICE PRESIDENT CLIENT SOLUTIONS

CIBTVISAS

Samantha is a senior leader who has excelled in a range of roles across a number of sectors within the travel industry. Uniquely experienced in both complex operational and commercial positions, Samantha has worked with M&E teams, travel and mobility, along with technology partners and intermediaries, all with the aim of delivering the right solution at the right time. In her role at CIBT, Samantha is the SVP of Client Solutions, with oversight for all client-facing functions, commercial strategy, global sales, product and service development along with thought leadership. Samantha spent a number of years on the board of the Institute of Travel Management as a supplier director and is also an active member of GBTA WINIT.



Andrew Menkes

CEO & FOUNDER

PARTNERSHIP TRAVEL CONSULTING

Andrew Menkes founded Partnership Travel Consulting in 2001. He began his career at TWA, and left to open Priority Travel, a US-based corporate travel agency. Later, as a travel manager he helped create the first internet-based electronic ticket purchase with British Airways. He was the first travel manager that the Airline Reporting Commission accredited to operate a Corporate Travel Department. *Business Travel News* twice named Andrew one of the 25 Most Influential Travel Executives in 1998 and 2000, named him Travel Manager of the Year in 1999 and inducted him in 2014 into the Business Travel Hall of Fame. This year, Partnership Travel Consulting acquired Fare Audit, for which Andrew serves as President.

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speakers



David Mollov

MANAGING DIRECTOR, TRAVEL INDUSTRY SOLUTIONS

EMBURSE

David Mollov has broad hotel industry experience from operations to technology, all with the focus of improving customer experience and increasing market share through efficiency and strategy. Prior to his role at TRIPBAM and subsequently Emburse, he developed his career at Starwood Hotels and Resorts and Wyndham Hotel Group in revenue generation roles focused on sales, marketing and loyalty. In addition, he owns and operates an Inn, Restaurant and Bar in the reemerging Catskills Region of New York State. David earned a bachelors in hotel administration from Cornell University and a master's in business administration from the University of Chicago.



Lynda Ngo

DIRECTOR, GLOBAL MOBILITY

ANDERSEN

Lynda Ngo is a global mobility leader with 20 years of experience advising multinational organizations on cross-border workforce operations, business traveler compliance, and talent mobility across a broad range of industries and disciplines. Before joining Andersen, she led global mobility transformation efforts at LyondellBasell and previously spent 17 years with PwC and Vialto Partners. Lynda is known for helping organizations align mobility strategy with business objectives through practical governance, operational transformation, and data-driven workforce insights that strengthen compliance, scalability, and employee experience in a globally mobile workforce.



Jay Richmond

VICE PRESIDENT, SOLUTIONS CONSULTING

AMADEUS

Jay Richmond is responsible for a team of solution consultants who analyze and assess business travel agency technology and operations to propose end-to-end solutions that will drive efficiencies, growth, and innovation globally and throughout the Americas. Before moving to his current role, Jay led product marketing for travel agency products in the Americas and drove Amadeus' product and platform strategy to help corporate customers increase revenue and boost profits through focused business solutions, innovation, development and technology-infused change. Prior to joining Amadeus, Jay held senior roles in IT and supplier relationships at a global travel management company.

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Rachel Seiler

SENIOR MANAGER, FINANCE

NATIONAL HOCKEY LEAGUE

Rachel Seiler is Senior Manager, Finance at the National Hockey League, where she leads the travel, expense and procurement programs. Since joining the NHL in 2017, she has created numerous operational efficiencies to help grow the programs. Prior to the NHL, Rachel worked in public accounting at EisnerAmper LLP, specializing in audit and assurance engagements. She holds a Bachelor of Science in Accounting from Penn State University and a Master's Degree in Sports Management from SUNY Cortland, pairing a strong financial foundation with a deep passion for sports.



Yukari Tortorich

HEAD OF FLIGHT OPERATIONS & GLOBAL TRAVEL SERVICES

WARNER BROS. DISCOVERY

Yukari Catherine Tortorich began her career as an intern in a small travel agency and worked with a Japanese airline and a major TMC in operations, account management & development before transitioning to corporate travel management. Celebrating 25-years with her current employer this April, she is responsible for setting policies & processes for booking travel & groups, introducing travel technologies to enhance the travel program, monitoring compliance in collaboration with internal audit, and supporting on-site logistics at major VIP events. BTN cited her among "Women You Should Know" and as a "Best Practitioner" and SAP Concur recognized her for Innovation.



Gagan Varma

DIRECTOR PRODUCT MANAGEMENT

AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

Gagan Varma is an Amex GBT product management leader with over 25 years of experience in the travel and distribution industry. He has held leadership roles at major technology players including Travelport and Amadeus, bringing deep expertise in product strategy and how technology shapes business travel. At GBT Gagan leads the development of GBT's reshop solutions that help travelers and travel managers find better options quickly and easily. His focus on data-led decision-making, cross-functional collaboration, and strategic product delivery drives measurable value for travelers without compromising the customer experience.



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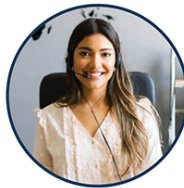
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