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Smartair Group Announces **Amir Kirshenboim** as Chief Strategy, Product and Growth Officer.



Raanana, Israel – 16 December 2020: Smartair Group, a leading travel technology company, named Amir Kirshenboim, a proven leader with over 20 years of experience in the travel technology industry, as Chief Strategy, Product and Growth Officer, effective immediately. Mr. Kirshenboim's position is new to the organisation. He will be based at Smartair's European head quarters in Lisbon, Portugal and will report to CEO and Founder Erez Bousso.

Mr Kirshenboim brings deep industry knowledge and a strong track record in product innovation, customer centricity and industry change. Prior to Smartair, Mr. Kirshenboim served as VP and General Manager of travel management company CWT's fast growing digital arm.

Mr Kirshenboim joined Smartair in February 2020 to help set the company's long-term strategy to develop and operate the world's first end-to-end AI enabled tour operator platform.

Prior to CWT, Mr. Kirshenboim was CEO at digital start-up WorldMate Israel, where he led an international team in multiple development areas, including mobile application and digital services.

On joining Smartair Mr Kirshenboim commented: "I am excited to take up my expanded role at such a defining time for the company. The team at Smartair is primed to introduce a series of technology firsts, and I look forward to working with our customers and suppliers to introduce ground-breaking changes to the package holiday category."

Commenting on Mr Kirshenboim expanded role, CEO and Founder Mr Bousso said: "Building the world's first AI enabled tour operator platform is a big task and having Amir lead this effort for us is very exciting. Amir has a history of building pioneering digital solutions in the travel landscape. His solutions have been adopted by millions of travellers, and are used on a daily basis around the world. We have similar ambitions for our new tour operator platform, and with Amir on board we are sure of similar successes."

About Smartair Group

Smartair is changing how we buy holidays. It partners with some of the most innovative global brands so travellers can create personalised travel experiences.

Smartair is building the world's leading AI enabled tour operator platform, which allows travellers to customise their holiday experience and break free of the traditional restrictions of static pre-packaged holidays.

By embedding Smartair's platform in your business you can operate a direct-to-consumer channel and drive new sales. The platform includes a dynamic packaging engine, content management, an intuitive user interface and reporting and analytics.

Smartair operates globally from offices in Raanana, Israel, Lisbon, Portugal and Cape Town, South Africa.

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