



2027 HEDNA Board of Directors Election Rules & Procedures

Number of Board Seats

The HEDNA Board of Directors consists of thirteen (13) seats. The term of office for each seat is two years. Of the 13 director seats, they shall be staggered, in a manner determined by the Board of Directors, for the purpose of providing, as nearly as possible, for the election of one-half of the Board of Directors in each year. This approach ensures that the Board of Directors has experienced representation and expertise to meet HEDNA's objectives. Each HEDNA member company is eligible to cast votes to select the Hospitality Professional and Non-Hospitality Professional (Technology Provider, Educator, Industry Expert) seats on the Board during the election.

Hospitality Professional Member Seats: Seven (7) seats shall be held by individuals from Hospitality Professional companies and will be awarded to the candidates who receive the highest number of votes.

Non-Hospitality Professional Member Seats: Six (6) seats shall be held by individuals from Technology Providers, Educator and Industry Expert Member companies. The seats will be awarded to the candidates who receive the highest number of votes.

2027 Available Seats – Seats for which nominations are open and being accepted for a two-year board term beginning in 2027:

- 2 Hospitality Board Directors
- 5 Non-Hospitality Board Directors

2027 Available Seats - Board Members completing their second term-year, for which re-election will be held:

Hospitality Professional Seats (2)

- Julie Houde – Wyndham Hotels & Resorts
- Alexa Montgomery Krnjaic – Choice Hotels

Non-Hospitality Professional Seats (5)

- Lauren Cannon – Expedia Group
- Sylvain Courtial - Amadeus
- Jeremy Mahoney - Agoda
- TJ Noble - DerbySoft
- Donnie Schumann – Flex Pay by Upgrade

NOTE: *All of the above are eligible to run for another two-year term for 2027/2028.*

2027 Retained Seats - Board members retaining their seats through a second term-year are:

Hospitality Professional Seats (5)

- Daniel Conti - Hilton
- Miki Gulati – Omni Hotels & Resorts
- Luis Hernandez – IHG Hotels & Resorts
- Sascha Seefried - Jumeirah Hotels & Resorts
- Mathieu Verhaeghe - Accor

Non-Hospitality Professional Seats (1)

- Lisa Murphy - XanderPay

Nomination & Election Eligibility: Nominations are accepted from ALL HEDNA members. Any such qualified member interested in participating on the Board of Directors is encouraged to complete and submit the [online form](#) to indicate interest. *Companies represented on the board from the above list of Retained Seats are unable to put forth a second candidate for 2027. No company shall have more than one person on the board at any time.*

Final Thoughts: Please recommend those candidates amongst your HEDNA colleagues whom you believe possess the qualities, commitment level and time necessary to positively contribute as a director and nominate those you feel would be appropriate for the task. Should you believe that you possess these qualities and dedication, we encourage you to propose your own candidacy.