



FOR IMMEDIATE RELEASE

HEDNA Announces Featured Speakers for This Year's Global Distribution Conference, Austin, TX January 29 – 31

Conference set to deliver the most comprehensive information, insights, and dialogue on emerging trends and innovations that impact the hotel industry.

Washington, DC, (Nov 2, 2017) – [HEDNA](#) (the Hotel Electronic Distribution Network Association) today announces a stellar speaker lineup for its upcoming Global Distribution Conference to be held in Austin, Texas from January 29th to 31st, 2017.

[Innovation in Technology](#) is the theme of this year's conference, and it is imperative that all hoteliers, distribution professionals, vendors and travel companies understand the speed of technological advancement and how it will impact their businesses. HEDNA is committed to educating our industry and implementing best practices so the hotel industry can flourish.

Sarah Fults, president of HEDNA, commented: *"HEDNA is incredibly happy to have such an amazing list of keynote speakers. As the world of hotel distribution and our industry become increasingly more complex, listening and learning from such visionaries will enhance the not only the overall program but also the value of attending our great event."*

Featured Speakers Include:



HARPER REED - Head of Commerce at Braintree, a PayPal Company

Harper Reed is a US-based technology engineer, innovator, and entrepreneur. He has been called a "tech pioneer, "a digital wizard" and "hard to miss in a room." He is fascinated by how technology continues to shape, transform and empower human behavior.



JUSTIN RAO - Head Economist & VP of Data Science, HomeAway

Justin Rao leads the data science and economic divisions at HomeAway, the world leader in vacation rentals. The vacation rental industry is innovating and disrupting at a rapid pace. During this session, Jason will help you understand its impact on hospitality and travel.



DR. PETER STONE - Department of Computer Science, The University of Texas at Austin

Professor Stone's research interests in Artificial Intelligence include machine learning, multiagent systems, robotics, and e-commerce. His application domains have included robot soccer, autonomous bidding agents, autonomous vehicles, autonomic computers, and social agents.

HEDNA's Global Distribution Conference is the only global, distribution-focused conference where industry leaders and experts discuss and explore innovations, trends, insights and best practices.

To register for the [HEDNA CONFERENCE – CLICK HERE](#)

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About HEDNA

HEDNA (Hotel Electronic Distribution Network Association) is a not-for-profit trade association whose worldwide membership includes executives and managers from the most influential companies in the hospitality industry. Founded in 1991, HEDNA's mission is to be the leading global forum for advancing hospitality distribution through collaboration and knowledge sharing. Its vision calls for HEDNA to be known for creating an environment that fosters strategic collaboration toward business development in the global hospitality industry. For more, visit HEDNA.org.

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