

SiteMinder Appoints Dean Stoecker as a Non-Executive Director

SYDNEY, AUSTRALIA – SiteMinder (ASX:SDR), the world’s leading open hotel commerce platform, today announces the appointment of Dean A. Stoecker as an independent non-executive director of the Board, effective 15 September 2022.

Dean is an American entrepreneur and businessman, who in 1997 co-founded a company, known today as the software giant Alteryx (NYSE:AYX). Alteryx is the leader in automating analytics and data-driven business processes, playing a key role in making data-driven tools accessible at all levels of the world’s leading organisations.

Dean is currently Alteryx’s Executive Chairman and was previously its Chief Executive Officer. Before founding Alteryx, Dean was Director - Enterprise Solutions at Integration Technologies Inc, Principal at Donnelley Marketing Information Services, Vice President - Sales at Strategic Mapping Inc, and Regional Manager - Sales at Dun & Bradstreet. Dean received a bachelor's degree from the University of Colorado, and an MBA from Pepperdine University. He resides in Colorado Springs, Colorado.

With his strong entrepreneurial and growth background, Dean’s appointment as an independent non-executive director adds further diversity to SiteMinder’s Board.

Pat O’Sullivan, SiteMinder Chair, says, “We are privileged to welcome the well-respected software entrepreneur Dean Stoecker to the SiteMinder Board, as the company executes on its next phase of growth. Passionate about digital transformation, Dean’s extensive experience as a leader in data analytics software will be invaluable to the team, as SiteMinder extends its hotel commerce platform with data-rich intelligence solutions for hoteliers everywhere to future-proof their business growth.”

This ASX announcement was authorised by SiteMinder’s Board of Directors.

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About SiteMinder

SiteMinder Limited (ASX:SDR) is the world's leading open hotel commerce platform, ranked among technology pioneers for opening up every hotel's access to online commerce. It's this central role that has earned SiteMinder the trust of tens of thousands of hotels, across 150 countries, to sell, market, manage and grow their business. The global company, headquartered in Sydney with offices in Bangkok, Berlin, Dallas, Galway, London and Manila, generated more than 100 million reservations worth over US\$35 billion in revenue for hotels in the last year prior to the start of the pandemic. For more information, visit [siteminder.com](https://www.siteminder.com).

Investor information

Paul Wong
investor.relations@siteminder.com

Media enquiries

Maria Cricchiola
media@siteminder.com

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