

SiteMinder appoints Samantha Lawson as Chief Product Officer

SiteMinder Limited (ASX:SDR) ("SiteMinder" or "the Company"), the world's leading hotel commerce platform, today announces the appointment of Samantha Lawson as Chief Product Officer, effective 1 August 2026. Ms Lawson, who currently serves as a Non-Executive Director of SiteMinder, has resigned from the Board with immediate effect to assume the executive role.

Ms Lawson is an experienced technology executive with deep expertise in artificial intelligence, digital strategy and product development. She is currently Chief Product Officer at Constantinople, a pioneering AI-powered banking platform, where she leads product strategy and innovation. Previously, she served as Vice President of AI and Digital at Optus, leading the introduction of generative AI capabilities to enhance customer experience, sales conversion and software development. She has also held senior executive roles at Oxford VR and Commonwealth Bank. Her extensive experience leading product innovation, AI adoption and technology transformation will support the continued execution of SiteMinder's Smart Platform strategy and long-term product vision.

Ms Lawson succeeds Leah Rankin, who has decided to step down as Chief Product Officer for personal reasons. To ensure a seamless transition and sustain momentum behind the Company's Smart Platform strategy, Ms Rankin will remain with SiteMinder until December 2026.

SiteMinder Chairman, Pat O'Sullivan, said: "During Samantha's time on the SiteMinder Board, she demonstrated the strategic thinking, thought leadership and AI expertise needed to lead SiteMinder's agile product organisation. Particularly as we look ahead to a future of agentic hotel commerce, Samantha's proven track record of driving innovation and technological transformation gives us great confidence that she will continue the execution of our product strategy as the landscape for hotels evolves."

SiteMinder CEO and Managing Director, Sankar Narayan, said: "Leah has made significant contributions to SiteMinder over the past seven years. After leading our customer onboarding and customer success teams, she was instrumental in implementing the Smart Platform strategy and spearheading the development of innovative products that have transformed how hotels manage their revenue and optimise performance. I thank Leah for her dedication and wish her all the best as she takes this time to focus on personal matters. I'm pleased she will remain with us until December to support a smooth transition.

"Samantha joins SiteMinder at an important point in our evolution. She brings deep product leadership together with a proven ability to apply AI to solve complex customer problems at scale, and her experience building innovative, market-leading products will reinforce our ability to continue executing our Smart Platform strategy. As AI reshapes hotel commerce and SiteMinder expands its role from the industry's leading hotel commerce platform to the infrastructure powering our technology partners, Samantha's experience and leadership will be invaluable. I look forward to working with Samantha as we continue to drive innovation for our customers and partners around the world."

Incoming Chief Product Officer, Samantha Lawson, said: "AI is making hotel commerce more intelligent, proactive and increasingly autonomous, changing how hotels attract guests, optimise revenue and run their businesses. SiteMinder is uniquely positioned to become the infrastructure powering this next generation of hotel commerce. I'm excited to join at this pivotal moment and look forward to working with our customers, partners and team across the globe to continue bringing this vision to life."



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

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About SiteMinder

SiteMinder Limited (ASX:SDR) is the name behind SiteMinder, the world's leading hotel commerce platform, and Little Hotelier, an all-in-one hotel management software that makes the lives of small accommodation providers easier. The global company is headquartered in Sydney with offices in Bangkok, Barcelona, Berlin, Dallas, Galway, London, Manila, Mexico City and Pune. Through its technology and the largest partner ecosystem in the global hotel industry, SiteMinder generates 135 million reservations worth over A\$85 billion in revenue for its hotel customers each year. For more information, visit siteminder.com.

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