

## Sam DeFranco Joins Industry Giants at Directravel

Written by Australian Business

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MAHWAH, N.J., Jan. 10, 2014 /PRNewswire/ -- Directravel Holdings LLC announces the appointment of industry veteran Sam DeFranco as president, Directravel and Eastern Regional President of Directravel Holdings LLC.

With over 30 years of industry and management experience, DeFranco is one of the most multi-faceted travel management company executives in the industry today. At Directravel, Sam joins previous colleagues and several key executives who established Navigant International, including Ed Adams and John Coffman (CEO and CFO, Directravel Holdings LLC, respectively) and Lisa Buckner as Central/West Regional President. Together, they are committed to filling what they believe to be a vacancy in the industry's landscape for organizations seeking a travel management solution for middle market corporate travel budgets.

*"There is a real void in the marketplace today for small to midsize accounts. Unlike mega agencies, we will deliver a high level of personalized service to every client, regardless of their size*

*," says DeFranco*

The collective vision of this dynamic leadership team, already realized by over 200 customers today, leverages industry and non-industry technologies, operational nuances, supplier partnering and intellectual capital.

*DeFranco states, "As we grow the organization, we will continue to focus on efficiency but never at the expense of our travelers' specialized needs."*

Serving in this new capacity, Sam and Lisa will lead a nationwide team that leverages the talents of program managers to meet the strategic goals for a multitude of discriminating corporate customers.

*"As President of Directravel, I'm excited to bring together a dedicated team of employees with new innovative solutions that will allow us to enhance the traveler experience both through service and technology," says DeFranco.*

Sam began his travel industry career with American Airlines, followed by joining McGregor Travel Management in 1992. He soon became co-owner of McGregor, transforming it into one of New England's largest and most successful travel management companies. In 1997, Sam

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merged McGregor with 10 other agencies in North America to form Navigant International, partnering closely with both Adams and Coffman. Sam was instrumental in the development of the Navigant brand and played a vital role in what became the nation's first publically traded travel management company. Navigant was acquired by Carlson Wagonlit (CWT) in 2006, and Sam assumed responsibility for CWT's East region as Senior Vice President.

Sam brings to Directravel vast experience in balancing customer needs with agency solutions to arrive at "win/win" partnerships. He has a creative eye for what makes operational and financial sense for both the customer and the agency. Employees have been successful under Sam's leadership because of his enthusiasm, his experience and his *down-to-earth* approach. Ed Adams , states,

*"I've worked closely with Sam on many initiatives, and know that the business will be in good hands. He's passionate about driving success and is focused on achieving Directravel's strategic vision."*

### About Directravel Holdings LLC

Directravel Holdings LLC is a privately held corporation established in 2011 with the goal to create a \$1.5 billion dollar company through acquisition and organic growth. The company is currently comprised of three unique brands nationwide—Directravel, CTS, and TMC Globalstar. Each agency has been providing travel management services for over thirty years, by working with clients to develop customized travel programs. The company prides itself on providing high-quality business travel management services, internet-based technology solutions, and significant cost savings. Directravel Holdings employs over 300 travel professionals nationwide with locations in Mahwah, NJ; New York City; Scranton, PA; Chicago, IL; Milwaukee, WI; Minnetonka, MN; Denver, CO; San Francisco and San Jose, CA. Directravel Holdings is ranked among the top US corporate travel management firms.

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