



*Keeping Hotels  
Competitive.*



# Company Overview

## CORPORATE SNAPSHOT

<b>Headquarters</b>	1900 West Loop South, Suite 1800, Houston, TX 77027, USA
<b>Satellite Regional Office</b>	3 International Business park #05-12 Nordic European Centre, Singapore 609927
<b>Primary Business</b>	Provision of Distribution Technology to Independent Hotels and Chains.
<b>Mission Statement</b>	To simplify the complex world of hoteliers with innovation and superior service.
<b>How we do it</b>	Nimble Technology. Intelligent Service. Hospitality Expertise.
<b>Product Name</b>	Windsurfer® CRS, Topsail™
<b>Number of Countries</b>	81
<b>Number of Hotels Using Platform</b>	2,500+

## SHR—KEEPING HOTELS COMPETITIVE

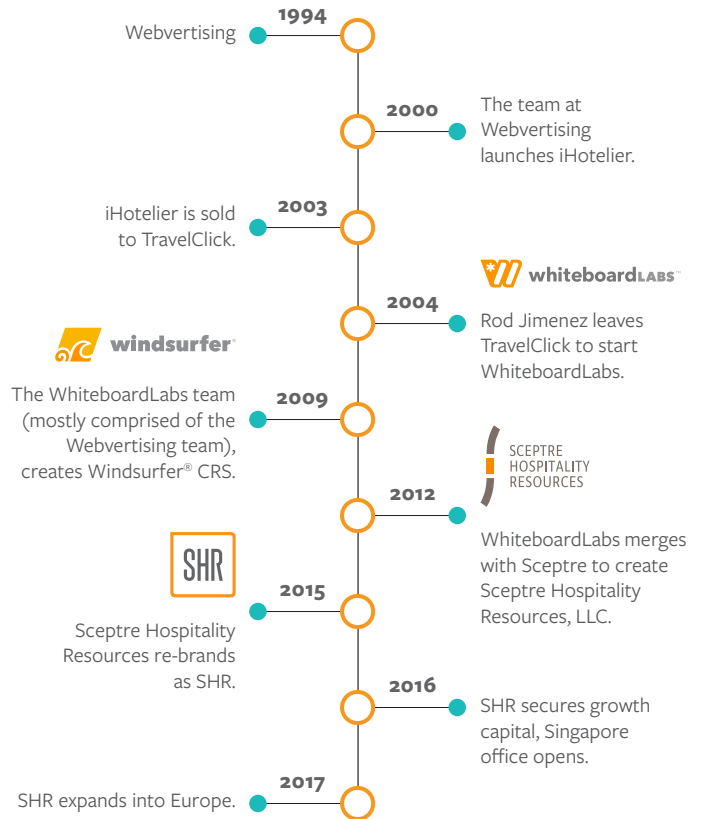
SHR is a premiere provider of advanced tools and services that help hotels execute their best distribution strategy while delighting guests and optimizing profitability. The technical maturity of SHR—having built not one but two Central Reservations Systems (CRS)—is second to none.

Our proprietary Windsurfer® CRS offers advanced features that allow you to easily manage your rates and inventory across all distribution channels, providing not only one of the best booking engines on the market, but also the strongest integrations and connections to wherever you sell your rooms. Year after year, Windsurfer continues to be a preferred distribution platform for a wide variety of hotel properties.

Responsive and flexible, our Internet Booking Engine, TopSail™, lets you easily merchandise and sell your rooms, packages, and add-ons in virtually any way you choose. Offering a responsive design, shopping cart-style booking process, persuasive messaging, and other unique features, TopSail is fully optimized for single property independents, multi-property groups/chains, and large hotels.

In addition to its innovative technology, SHR also provides an outsourced revenue management service for properties of any size and brand affiliation. Dedicated to finding revenue solutions that work for your specific situation, we match you with an experienced revenue manager who will provide unique insight as you build and maintain a winning revenue management strategy.

SHR brings hoteliers the best in nimble technology, intelligently supported by tested industry experts—keeping hotels competitive.



## REPRESENTATIVE SHR CLIENTS

### Major Independents



### Chains



### Management Companies





# Expansion, News, and the Client Experience

## GROWTH AND REVENUE

The past few years have seen rapid movement for SHR. In the fall of 2016, the company secured growth capital not only to support its expansion in the U.S. and abroad, but to also fund the technical innovation the SHR team is known for, bolstering its efforts to improve the lives of hoteliers struggling to streamline their distribution management.

SHR's Singapore Office, opened in October of 2016, continues to explore the Asia Pacific (APAC) market, making strong head way in sales, having already signed their ninth contract for 2017.

On the home front, the company added more office space to its Houston headquarters to accommodate its continued staff expansion, building on its culture of cohesive, results-driven associates.

During 2016, transactional revenues grew significantly, with some channels achieving year over year growth of approximately 50%. The company posted cumulative Gross Revenues for the Q1 2017 period that are 26% higher than revenues achieved in the same period of 2016.

Moving into 2017, SHR continues to gain momentum in the CRS market space, growing on average 28% year over year. SHR consistently exceeds their revenue goals, increasing sales each year by almost 30% since 2012.

## PRESS HIGHLIGHTS

### June 28, 2017

SHR announces an agreement to expand into European markets.

### June 12, 2017

After implementing SHR's Windsurfer at the start of 2017, **Vagabond Inn Corporation** sees vast year-over-year improvements to its mobile metrics; a 41% increase in mobile sessions, a 35% increase in average time spent on mobile pages, and a 1606% increase in booked revenue from mobile devices.

### March 6, 2017

SHR teams with Expedia to bring SHR's clients an additional tool to help create easier, more reliable booking experiences and truer inventory management—the **Expedia Product Application Program Interface (API)**—and becomes one of Expedia's first integrated partners to offer this API to its clients.

### March 2, 2017

SHR's Windsurfer® CRS and Internet Booking Engine, TopSail™, are selected for integration by **Danubius Hotels Group** to access a more complete distribution platform, become more competitive, and to strengthen their direct booking channels.

### January 16, 2017

SHR announces the addition of two key leadership positions at the company's headquarters in Houston, due to rapid growth over the past several years, reflected in its inclusion on the **2016 Inc. 5000 List— five years running.**

## WHAT SHR CLIENTS ARE SAYING

*"I highly recommend SHR—the best in the industry!"*

—Greg Mount, President & CEO, Red Lion

*"It doesn't surprise me that SHR is growing rapidly. They provide a top-tier distribution platform backed by unparalleled service, something their competitors struggle with."*

—Brett Lindsay, Director of Sales and Marketing, Sundial Beach Resort & Spa

*"We believe in a holistic approach to our guest experience, and that translates over to our expectations for our technology choices as well. SHR helped bring all the pieces together."*

—Wendy Norris, Corp. Director of RM and E-Commerce, Valencia Group

*"I am definitely fond of people who are not clock watchers. SHR is there for me whenever I need them. Add the company's well-known technical prowess, and SHR is just the better way to go."*

—Dave Welliver, GM, The Georgetown Inn

*"Without a real revenue manager, we would have chaos. There are too many channels, group rates, and relationships out there to manage on our own. With SHR, it's all under control."*

—Tim Reed, GM, El Tropicano Riverwalk Hotel

*"We conduct our business with the firm belief that 'one size does not fit all.' Because SHR gets this, we get solid technical muscle that can be configured to fit our needs."*

—Paul Thomas, VP of Operations, Live Oak Lodging



## Key Executive Bios



**ROD JIMENEZ**  
**CEO**

Rod Jimenez has a long history in the hospitality technology space, starting with Webvertising, the company that created the iHotelier Central Reservations System (CRS). In 2004, Rod co-founded Whiteboard Labs, which produced the Windsurfer®

CRS in 2009. In 2012, Whiteboard Labs merged with Sceptre to create SHR, and Rod has been successfully leading the new company through great growth since then. Prior to his time in the technology sector, Rod spent 10 years in the banking industry where he advised many companies in a wide-range of industries and countries. During this time, Rod was a Vice President in the Latin American corporate banking group for Bank of America, and also served as Vice President and Client Advisor in the International Department of the Chase Manhattan Bank in Houston. In that capacity, he advised subsidiaries of multinational companies in corporate finance and investment banking matters. Rod is a graduate of the Financial Management Program at Stanford University, and was a participant in the 1999 Focused Financial Management Series at Harvard Business School. He holds a B.B.A. in Marketing and an M.B.A. in International Business and Finance from the University of Houston.



**DAVE SAMIA**  
**CTO**

As Chief Technology Officer, Dave Samia's primary goal is to guarantee that SHR's software development stays on the cutting edge of technology—a central aspect of the company's mission to simplify the complex world of hoteliers. Prior to joining

SHR, Dave served as the Vice President of Product Development for the virtual reality technology company, Optech4D. Under his process-driven yet highly collaborative approach, his team ensured that products and services aligned with corporate vision from conception to completion. Previous to this role, he served as Vice President of Product Management and Marketing, as well as Vice President of Product Engineering and Management for Bridgeway Software, a leading legal technology provider. Dave also held several IT management positions with the global software solutions leader, BMC, over an 8-year period, helping to bring high-profile products to market, ultimately representing more than \$500 million in revenues.



**DAYANG DAI**  
**Chief Software Architect**

In his role as Chief Software Architect, Dayang Dai oversees the development work for all SHR technologies. Prior to joining SHR, he led the team at Webvertising that built the iHotelier CRS, and when he later joined Whiteboard Labs, he oversaw the

development of Windsurfer. Dayang has ample experience in overall system and hardware design, and systems integration. Two design patents were awarded for his work with the Advanced Server design team at Compaq Computer Corporation in Houston, and while working at Proportional Technologies, Inc., he oversaw the development and manufacturing of the PT2400, a medical gamma ray camera for imaging of the human heart. Dayang started his career at Invocon, Inc. where he was a member of the Wireless Data Acquisition team. There, he was responsible for the architecture design of the communication network, and the design of the entire digital subsystem. He holds an M.S. in Electrical Engineering from the University of Houston, plus a B.S. in Electrical Engineering and B.S. in Applied Mathematics from Shanghai Jiaotong University in Shanghai, China.



**ESTELLA HALE**  
**VP of Product**

Estella Hale was named Vice President of Products for SHR in 2015. Her main responsibility is setting and fulfilling the strategic vision for all SHR products, including overseeing successful product implementation—from conception through

launch and completion. Estella originally joined Whiteboard Labs in 2006 to focus on support for Windsurfer. After the merger with SHR in 2012, she became the Product Manager for Windsurfer. In that role, she was responsible for all aspects of Windsurfer product development, including product support, systems operations, and client management services. Prior to joining the company, she worked in the hospitality industry for several years, managing implementations and support for a hotel representation company. In addition to managing a Client Services department, Estella has worked in several roles in guest and internal services at major hotel chains. Estella holds a Bachelor's degree in Graphic Design from Universidad Autonoma de Guadalajara, and an Associate's degree in Computer Animation from the Art Institute of Houston.



## Key Executive Bios



**JIM WHITNEY**  
**SVP of Innovation**

As Senior Vice President of Innovation, Jim Whitney, a long-time innovator and early adopter of game-changing technology concepts, leads the SHR team in the development of future hospitality technology. Prior to working in the

hospitality tech sector, Jim worked at Lockheed as a research engineer at the NASA Johnson Space Center in the Hypervelocity Impact Test Facility. There, he designed ballistics tests to investigate impact phenomena at very high velocities, then analyzed and reported the resulting data. In 1993, Mosaic, the first public web browser, was introduced. Within weeks of its introduction, Jim had built a website for his research laboratory at NASA—one of the first websites ever built. Recognizing the potential for bringing the internet into the mainstream, Jim left NASA in 1994 to start Webvertising, the company that ultimately created the iHotelier CRS. Jim holds a B.S. in Engineering from Trinity University, and an M.S. in Mechanical Engineering from Rice University.



**SIDDHARTH CHANDAK**  
**VP of Software Operations**

Sid Chandak joined the SHR team in 2016 as Vice President of Software Operations, and is responsible for managing the SHR development team from an operational perspective. This includes monitoring product uptime, incident management,

and the support of day-to-day development tasks and scheduling. Sid brings to SHR global expertise in organizing and managing development teams. He started his career in the hospitality industry as a programmer at Innlink Reservation Services in 2004, and then later served as the Chief Technical Architect for the company. Sid also spent several years at Cognizant Technology Solutions where he provided IT consulting services for multiple Fortune 100 companies. He holds a B.Eng. in Computer Technologies from Nagpur University in India, and an M.S. in Computer and Information Science from Kansas State University.

**MEDIA CONTACT**

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