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FOR IMMEDIATE RELEASE

HEADLINE: TRIPADEAL APPOINTS CHIEF TECHNOLOGY OFFICER

- *TripADeal makes a strategic move to solidify its position as the market leader within TravelTech, following the Qantas Group acquisition*
- *Melissa Robertshaw from Coles Group joins leading TravelTech*
- *The Chief Technology Officer position will be a strong voice for the TripADeal customer*



Following one of the biggest travel and tourism acquisitions in recent years, the 51% purchase of TripADeal by Qantas, the company's two founders, Norm Black and Richard Johnston, are delighted to announce the appointment of **Melissa Robertshaw as their new Chief Technologist**. Richard Johnston said, *"Melissa has an engaging and positive energy that we know will inspire change and further connect our business with its people and customers. We look forward to Melissa bringing key insights through the lens of technology – she will be a strong voice for the TripADeal customer."*

Melissa arrives with a wealth of experience stemming from her diverse professional background in the public and private sectors, beginning with her role as Technology Communications Officer at the Australian Army, which she held for ten years before moving to Egypt to act as the Technology and Operations Program Manager for the Multinational Force & Observers. Her demonstrable ability to strategise and deliver customer-focused outcomes and innovations in improving critical systems saw her return to Melbourne to take the position of Project & Program Manager at EnergyAustralia in 2014. Her innovative and flexible leadership style also made her an alumni of the Future Directors Institute in 2016. She was later appointed as the Head of Design & Digital Services for Coles Group in Melbourne in 2019, where she managed the design, delivery and operational support of the Coles Group brands, spanning Coles supermarkets, Coles Online, Coles Express, Coles Liquor brands and flybuys.

During this period, Melissa also fulfilled the role of Non-Executive Board Director for Bendigo Bank Community Branch and was promoted to Head of Technology – Store Customer for Coles Group just three years later.

As Chief Technology Officer for TripADeal, Melissa will be responsible for setting the strategic framework for technology enablement and innovation across TripADeal, together

with leading the end-to-end technology function. The role will ensure technology powers the customer journey and supports digital-first transactional pathways.

On a personal and professional level, Melissa brings the values of adaptability, transformation and resilience to the TripADeal team. Melissa has said, *"I'm thrilled to join the talented TripADeal family and lead the Technology team through this pivotal phase of growth, transformation and transition, building on the phenomenal platforms established by the team. TravelTech, like a lot of industries, is contending with new challenges but also has many exciting opportunities. The people, culture and values of TripADeal are inspiring and are at the heart of enabling travel dreams to come true."*

With an acclaimed reputation for being a passionate voice of the customer and a high-performance track record in leading technical, development and project teams, Melissa leaves Coles Group as Head of Technology - Store Customer and joins TripADeal at a time of market return and exciting future growth, Norm Black says, *"We are excited to announce Melissa's appointment to our Executive, and we warmly welcome her to the TripADeal family – we know she will thrive culturally with us"*.

ENDS

People & Culture Enquiries

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About TripADeal

TripADeal is an online travel agent offering bucket list tour, cruise and escape packages at unbelievable prices to every continent including Antarctica, sending 60,000+ travellers around the world every year. Australian owned and operated, TripADeal was founded in 2011 by Norm Black and Richard Johnston and is based in Byron Bay. TripADeal was voted 'Best Online Travel Agency' by the Australian Federation of Travel Agents (AFTA) in 2017 and topped the Financial Review Fast 100 list for 2016 and 2017. In 2020, the company partnered with investor BGH Capital (BGH) and in May 2022 joined forces with Qantas Loyalty to offer even better value to holiday makers by allowing them to earn and use Qantas Points on all TripADeal holidays. TripADeal proudly sponsors the St George Illawarra Dragons, the Manly Sea Eagles, the Carlton Football Club and Melbourne Stars Big Bash League.

TripADeal Online

Website: www.tripadeal.com.au

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Melissa Robertshaw LinkedIn Profile

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