

Areka Consulting reinforces global team with new head of consulting in Zurich

Petra Boyle-Roth to lead independent travel management projects for Areka Consulting growing clientele

Paris, September 1st, 2012 – Areka Consulting, an independent consulting company specialized in global travel management programs, has recruited Petra Boyle-Roth, a young industry veteran, as head of consulting. Based in Zurich, she will lead global projects aimed at empowering companies to reach higher performance targets across all areas of their travel programs.

Petra joins a 15-strong team of global Areka consultants who each bring longstanding experience in global travel management consulting combined with expertise in specific regions and program areas. A Swiss national, Petra offers two decades' experience in the travel industry. Half of these were spent managing global and regional programs in Europe and Asia Pacific for multinational clients of Carlson Wagonlit Travel, a world-leading travel management company (TMC). Among her areas of expertise are program audits, TMC request for proposal management and online implementation, as well as strategic planning and program optimization. Petra speaks four languages (English, French, German and her native Swiss German).

Petra commented, *"I'm excited to be joining such a dynamic and yet very experienced team. Because Areka Consulting is independent, we have the freedom to offer our clients the best solutions no matter which TMC(s) or suppliers they work with."*

Pascal Jungfer, Areka Consulting CEO added, *"Petra will be a great asset to our clients as a highly skilled travel management expert and project manager. She has arrived at a time when the company's growth is fast accelerating. Over the past year in particular, we've seen a sharp increase in companies seeking independent advice and hands-on support for their travel programs."*



About Areka Consulting

Areka Consulting is an independent consulting firm providing customized, end-to-end travel management consulting services to organizations worldwide. Created in 2010, the company is managed by four partners based in Paris and Sydney and is present across Asia Pacific, Europe and North America thanks to a growing team of experts in these markets. Areka Consulting brings a unique combination of global skills and fully independent advice, drawing on specialists in key areas including travel program strategy, sourcing, policy design, data consolidation and performance reporting. For more information, please visit: www.areka-consulting.com.

For more information, please contact:

Pascal Jungfer, CEO

Mobile: +33 6 10 56 39 58

Email: pjungfer@areka-consulting.com