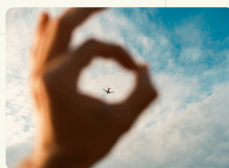


# Media Kit



Built for your ambition

## Mission Statement

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Our purpose is to accelerate hoteliers' ambitions — because ambition is the heartbeat of hospitality, driving the tenacity to grow and the commitment to make every guest feel special. Ambition can't flourish when hoteliers are buried in disconnected tools and outdated systems. That's why every product we build and every customer we support is designed to help hoteliers move faster, operate leaner, and unleash their competitive edge. With our intelligent growth engine powered by unified operations and AI-driven insights, we deliver more reservations and happier guests. We don't just build technology; we build momentum, empowering our community to create the magic that fuels their success.

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## History, Investment & Awards

Cloudbeds was founded in 2012 by Adam Harris and Richard Castle after a frustrating attempt to book a hotel room while traveling in Brazil. What began as a “back-of-the-napkin” idea to make lodging easier to book has since become one of the world’s leading hospitality technology companies.

Cloudbeds is a global powerhouse serving properties in over 150 countries on its platform. The company has raised more than \$250 million in venture capital from leading investors including Viking Global Investors, PeakSpan Capital, Recruit Co., Ltd., Counterpart Ventures, and Cultivation Capital, fueling rapid expansion from two founders to 650+ team members dedicated to helping hoteliers successfully grow their businesses. This momentum has earned industry-wide recognition, including Hotel Tech Report's Top PMS, Hotel Management System, and Channel Manager (2021–2025), World Travel Awards' World's Best Hotel PMS Solutions Provider (2022), and a spot on Deloitte's Technology Fast 500 (2024). Today, Cloudbeds continues to invest heavily in automation, connectivity, revenue optimization, and AI-driven insights, cementing its position as the technology partner of choice for hoteliers worldwide who want to drive more reservations and greater guest happiness.

# About Cloudbeds

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## Boilerplate

Cloudbeds is hospitality's only intelligent growth engine — a unified platform trusted by the world's most ambitious hoteliers across 150 countries. Built to challenge the limits of outdated tech stacks, Cloudbeds connects operations, revenue, distribution, and guest experience in one powerful, intuitive system. At its core is Signals, hospitality's first AI foundation model, giving hoteliers the power to anticipate demand, run smarter operations, and craft more personal, profitable guest journeys at scale.

Founded in 2012, Cloudbeds has earned top honors from Hotel Tech Report (Top PMS, Hotel Management System, and Channel Manager, 2021–2025), the World Travel Awards (World's Best Hotel PMS Solutions Provider, 2022), and Deloitte's Technology Fast 500 (2024). For more information, visit [www.cloudbeds.com](https://www.cloudbeds.com).

## Blurb

Cloudbeds is hospitality's only intelligent growth engine — a unified platform powering operations, revenue, distribution, and guest experience for ambitious hoteliers in 150+ countries. With Signals, the industry's first AI foundation model, properties can anticipate demand, automate operations, and deliver more personal, profitable guest journeys.

## Short Version

Cloudbeds is hospitality's only intelligent growth engine — a unified platform powering operations, revenue, distribution, and guest experience for ambitious hoteliers in 150+ countries.

## Executive Bios

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### Adam Harris

CEO & Co-founder

Adam Harris is the co-founder and CEO of Cloudbeds, the intelligent unified platform powering hotel growth worldwide. His people-centered leadership, alongside a fully-remote, distributed workforce of 700+ people in more than 40+ countries, has grown Cloudbeds into a company that generates billions of dollars in revenue for tens of thousands of properties in 150+ countries. Together with his co-founder, Richard Castle, they have amassed awards for culture, product, and innovation, including Forbes' America's Best Startup Employers, Inc's Best Workplaces, and EY Entrepreneur of the Year.

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### Richard Castle

COO & Co-founder

Richard Castle is the co-founder and COO of Cloudbeds, the intelligent unified platform powering hotel growth worldwide. Under his purpose-driven leadership, Cloudbeds has grown into a company that has generated billions of dollars in revenue for thousands of properties alongside a fully-remote, distributed workforce of 700+ people in more than 40 countries. Together with his co-founder, Adam Harris, they have amassed awards for culture, product, and innovation including Forbes' America's Best Startup Employers, Inc's Best Workplaces, and EY Entrepreneur of the Year.

## Executive Bios

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### Sébastien Leitner

VP | Partnerships

Sébastien Leitner heads up global partnerships and industry relations as VP of Partnerships at Cloudbeds, the intelligent unified platform powering hotel growth. His team partners with solution providers, distribution partners, and other technologies that complement Cloudbeds' value proposition and help enhance and automate lodging business workflows. The team also oversees Cloudbeds Horizon, which brings Cloudbeds technology into the classrooms of the world's top hospitality schools and universities.

Sébastien is an industry veteran who began his hospitality career in Europe working at Le Meridien and Swissotel, before moving on to Expedia to work in various roles managing lodging connectivity.

Based in Montreal, Sébastien has been at Cloudbeds since 2017 and has served as a board member and President of HEDNA. Since January 2024 Sebastien has been Chairman of WYSE Travel Confederation, the global association representing the youth travel industry. He is also the host of The Turndown, a Cloudbeds podcast for hoteliers.

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### Rafael Blanes

Chief Growth Officer

Rafael Blanes is Chief Growth Officer at Cloudbeds, the intelligent unified platform powering hotel growth, trusted by tens of thousands of properties in 150+ countries.

As an originating member of Cloudbeds, he utilized his 15 years of hospitality experience in hotel operations, revenue management, and sales to help develop an innovative go-to-market strategy anchored around a consultative approach, remote deployment, and a unique sales process. Blanes also helped design the core products that Cloudbeds customers use today.

Previously, he worked at travel and hospitality companies, such as TravelClick, IHG hotels, and Gaylord Hotels.

Known for being a dynamic and customer-centric sales leader, Blanes leads his team with passion and intensity. His ability to speak three languages combined with market expertise and an abundance of positive energy has helped develop countless sales professionals globally.

This has allowed him to grow the Cloudbeds sales team into one of the world's largest hospitality tech sales organizations, now numbering more than 200 employees across 30 countries. Blanes received his Bachelors in economics from the University of Florida. He lives in Florida with his family.