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ReGuest S.p.A.: Reguest S.p.A announces new CMO starting February 10, 2025

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ReGuest S.p.A. announces that Johannes Tappeiner will join the company as Chief Marketing Officer (CMO) effective February 10, 2025. He will assume responsibility for marketing from board member Denis Pellegrini, who will now focus on his role as Chief Sales Officer (CSO).

Johannes Tappeiner brings extensive experience in marketing and digital strategy. He previously served as Director of Marketing & Digital Marketing at Zeppelin Group, spent four years as Head of Multichannel at Volksbank Südtirol, and most recently held the position of Head of Global Digital Experience & Platforms at Dr. Schär for four years.

About ReGuest S.P.A:

ReGuest S.P.A is a leading company in Customer Relationship Management (CRM) for hotels with a focus on guest communication. The platform offers a suite of tools and services that help hotels increase direct bookings, enhance the guest experience, and maximize revenue. By integrating artificial intelligence and automation technologies, ReGuest enables hotels to deliver personalized communication to their guests across various channels such as email, SMS, and messaging apps. This individualized approach strengthens guest loyalty and boosts customer satisfaction. ReGuest also provides innovative solutions for managing booking inquiries, creating and sending offers, and analyzing guest data. These features empower hotels to operate more efficiently, improve conversion rates, and make well-informed business decisions. Through continuous development and adaptation to the evolving needs of the industry, ReGuest remains at the forefront of the digital transformation in hospitality. With a strong focus on innovation, customer service, and market leadership, ReGuest positions itself as a trusted partner for hotels worldwide

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