



Cathay Welcomes New Regional Head of Trade Sales, Americas

We are thrilled to announce Mr. Alan Puana as our new Regional Head of Trade Sales, Americas.

Alan brings with him a wealth of experience and a proven track record in Sales, Marketing, and Product Management within the hospitality and travel industry. He is a dynamic and passionate executive with outstanding experience and education. Most recently, Alan served as a Senior Manager at Tripadvisor, where he oversaw the Hotel/Restaurants Key Account Team's sales efforts in the Americas. Prior to that, he held the position of General Manager - Americas for Trip.com Group, where he successfully managed the overall supply and site performance in the Americas region. Alan's diverse experience also includes time as Vice President for RocketRez, a Rez Tech start-up, focusing on global growth and establishing enterprise-level partnerships worldwide and he has also been a Sales Director for NBCUniversal, specializing in the theme park division, where he managed ticket/hotel sales and marketing for the Universal Parks & Resorts sales team.

Alan's passion for the hospitality and travel industry traces back to his early experiences in Hawaii, coupled with extensive global travel. With over 20 years of experience in travel technology, wholesale marketing & product, hotels, online travel agencies, and attraction sales, Alan is well-equipped to lead our Trade Sales team to new heights.

Originally from Los Angeles, Alan is of Hawaiian/Chinese and Russian descent. He holds a BA in International Relations from The University of San Diego and an Executive MBA from the University of California, Irvine – Paul Merage School of Business. Additionally, Alan has completed The Disney Approach to Leadership Excellence Program and has served on The Board of Directors for the San Francisco Travel Association and Visit Burbank.

Outside of his professional achievements, Alan values his family, including his two daughters (ages 15 & 17) and his mother. Alan also enjoys staying active through exercising, water sports, playing golf, and, of course, extensive travel.

Alan's diverse background and extensive expertise make him an excellent fit for our team, and we are confident that he will contribute significantly to the success of our Trade Sales initiatives, and in growing our trade partnerships across the Americas. Please join us in extending a warm welcome to Alan Puana. We look forward to achieving new milestones together with Alan leading our Trade Sales team.

