



John Hach is Amadeus Hospitality's Senior Hotel Industry Analyst and Advisor.

He has over 40 consecutive years of ecommerce marketing and technology experience within the travel industry. Prior to joining Amadeus Hospitality John held executive positions at TravelClick, Galileo International and with The Hertz Corporation

John is a regular industry speaker, his insights and perspectives have been featured on CNN, CNBC, Bloomberg and the New York Times.

John is a graduate of Chicago State University and has served as a guest lecturer and advisor at Roosevelt University, Boston University and Cornell University's School of Hotel Management. He has served as Chairman of the Florida Commission on Tourism and as an Executive Director of the California Tourism Industry Association.