



MEDIA RELEASE



COO Juliana Gallo (left) and CEO Fernanda Barrence Mutz (right) / photo credit: Dal Cuore Photo

## **The Trip Boutique strengthens its team and introduces new COO**

Zurich, Switzerland, October 3rd, 2019.

[The Trip Boutique](#) is pleased to announce that Juliana Gallo - former regional manager North America at Booking.com - joined as Chief Operating Officer.

After winning several awards in the past year, The Trip Boutique enters a growth phase, preparing to launch new destinations and enlarge its team. Juliana Gallo joins as COO and plans to contribute towards the company's scalability with her 15+ years of work experience in the travel industry - the last 10 at Booking.com.

Juliana Gallo is a passionate leader and expert in scaling organizations. She started her professional career in major hospitality companies, such as Marriott International and Eurostars, where she worked across the Sales & Operations department in countries like Brazil, Spain, and Australia. In the last 10 years, Juliana worked for Booking.com, leading business development and portfolio management teams in several countries across Latin America as well as in the United States. Successfully entering new markets and expanding existing ones, Juliana thrives on achieving milestones through teamwork and looking after the team's development and growth. In May 2019, Juliana was part of the World Tourism Forum Lucerne Start-up Innovation Camp as a jury member, mentor, and moderator. Today, Juliana wants to share her passion for sustainable tourism and steer the travel industry towards personalization. She holds a university degree in Business Administration with a focus on Hospitality and is currently undertaking a Global Executive MBA at IE Business School.



Juliana Gallo / photo credit: Dal Cuore Photo

*"The Trip Boutique combines my biggest passions in life: travel and technology. When I first met Fernanda, The Trip Boutique's co-founder and CEO, during their winning pitch at the World Tourism Forum Lucerne in May 2019, I was impressed by the company's vision of leveraging human expertise and avant-guard technology to make assertive recommendations and create hyper-personalized travel plans. I am convinced that this is a game-changer in the online travel market and I had to become part of this 'digital personalization revolution' that The Trip Boutique proposes. After being introduced to the rest of a highly-skilled and passionate team of founders, co-workers and prominent investors, I knew there was no way back. I am excited to be part of The Trip Boutique and I can't wait to see what comes next for us!"*

**Juliana Gallo, Chief Operating Officer @ The Trip Boutique**

As a COO, Juliana will lead strategic initiatives, such as expanding the number of destinations available at The Trip Boutique, growing the company's partners network, structuring a growing team, as well as making the existing offering ever more relevant to the company's target demographic groups. By synchronizing efforts of the tech, supply and talents, Juliana will ensure that The Trip Boutique develops its portfolio and operations in a sustainable way and reaches its full potential.

*"We are fortunate to have someone of Juliana's caliber join The Trip Boutique. With a proven track record of execution, a solid understanding of the online travel market and great leadership capabilities, Juliana brings in exactly what the Trip Boutique needs as the company enters its next chapter of achieving scalability and growth. Juliana's experience combined with strong core values in sync with The Trip Boutique makes her the perfect choice as a COO for our company. We are all super excited to welcome Juliana to our team!"*

**Fernanda Barrence Mutz, CEO and Co-Founder @ The Trip Boutique**

#### **About [The Trip Boutique](#):**

The Trip Boutique is an award-winning travel tech start-up. Founded in 2017 in Zurich, Switzerland, The Trip Boutique is a travel advisory platform that leverages technology to make travel planning seamless and travels meaningful. Using a unique combination of AI and human expertise, The Trip Boutique designs custom-made travel plans that match each customer's personal interests, style and tastes. Using the service helps travelers cut through the information overload and spend less time on travel research before setting out on city trips. Currently, The Trip Boutique's destinations are Zurich, Paris, Berlin and London and others are upcoming. In May 2019, The Trip Boutique [won the first prize as Most Innovative Startup worldwide in the Category Destination](#), by the World Tourism Forum Lucerne. In July 2019, it was also voted the [Most Promising Swiss Travel Startup](#) by the Zurich Hospitality Technology Forum and in September 2019 it was appointed a [top 3 finalist to the Best Travel Technology Award 2019](#) by the Travel Industry Club Germany.

Learn more about [Juliana Gallo](#)'s perspectives around travel on [The Trip Boutique website](#) or read her personal travel stories on the company's [blog](#).

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