



SilverDoor Appoints Pauline Houston as Vice President of Business Development

SilverDoor has today announced the appointment of Global corporate travel management specialist, Pauline Houston, as Vice President of Business Development.

Former Vice President of Global Commercial Enablement at BCD Travel, Pauline brings 20 years' experience in the TMC, Meetings and Events, and Hotel sales sectors and will join the senior management team of the global serviced apartment agent.

Fortifying their senior team with a clear eye on growth and global expansion, the move leaves no doubt that SilverDoor is arming itself to capitalise on the appeal of apartments in the post-pandemic economy.

Having consulted for, and worked with, a large number of the top FTSE 250 and Fortune 500 companies, Pauline will be integral in implementing SilverDoor's five-year strategy to expand its global client base and office network.

A major player in corporate travel management, Pauline has worked with numerous industry organisations including the Institute of Travel Management, Women in Travel and GBTA, regularly contributes to industry publications, consults on hotel industry boards and supports a number of mentorship programmes.

Earlier this year, she also launched HUGS UK, a volunteer, not for profit organisation with the primary aim of helping hotel, travel and events industry individuals who have been displaced by the pandemic to be well equipped to secure their next role by promoting supporting organisations, job openings, training, and development opportunities.

SilverDoor Group CEO Stuart Winstone said of the appointment:



“I’m absolutely delighted to be welcoming someone with Pauline’s extensive experience to SilverDoor. I can think of very few people who are as well-respected and knowledgeable in corporate travel procurement and booking technology as Pauline.

“Pauline will bring a level of insight and strategic expertise that we are confident will help us further consolidate our position as the world’s leading serviced apartment agent, and capitalise on the huge growth potential that serviced apartments have in the coming months and years”

Pauline Houston went on to say:

“As we go through the pandemic, the benefits of serviced apartments are now more widely recognised by travel managers and business travel management companies than ever before. This makes it a very exciting time for me to join SilverDoor, who have always had a very strong reputation in this sector.

“I very much look forward to being part of the team who lead this next important journey in SilverDoor’s growth and development. I believe apartments are really going to have their moment and I am extremely excited to be part of it”

Pauline will be working remotely with regular travel between SilverDoor’s five global offices and to see clients and prospects in all global regions.

- Ends -

For press enquiries please contact Group Head of Marketing, Caroline Saunders, via email: carolinesaunders@silverdoorapartments.com

About SilverDoor Apartments





Celebrating its 20th year of business in 2020, SilverDoor Apartments is the world's most trusted provider of serviced apartments for business travel.

Bringing together an inventory of over 1,600 property operators into one easy to manage relationship, its teams source accommodation exclusively for corporate clients and utilise their wealth of experience to find the most suitable options and negotiate the best rates.

Industry-leading technology perfectly supports this unparalleled service model, with tens of thousands of apartments available to instantly book online in 160 cities around the world, and a unique range of reporting and management information functions, providing a complete and seamless overview of any serviced accommodation programme.

