

## **Snowstorm Technologies (UK) Ltd.**

[www.snowstormtech.com](http://www.snowstormtech.com)

Unit 201 – 70 White Lion Street  
London, United Kingdom  
N1 9PP

---

**FOR IMMEDIATE RELEASE – February 24, 2020**

## **Snowstorm Technologies (UK) Ltd.**

London, UK, (February 24, 2020) – Snowstorm Technologies, the leading provider of collaborative and innovative booking solutions for major travel agencies and loyalty programme providers around the world is proud to announce the opening of their Global Corporate Headquarters in London, UK and the appointment of its new executive leadership team.

The new executive leadership team includes the following new appointments:

Neil Armorgie, Chief Executive Officer;  
Nick Moser, Chief Financial Officer; and  
Julie Janzen, Chief Commercial Officer.

They will be based in their state-of-the-art offices located in the tech hub area of Islington.

### **About Neil Armorgie**

Throughout his career Neil has worked in all sectors of the travel industry, including airline, tour operating and travel agencies. Neil joins Snowstorm from WIN Global Travel Network where, for the last 17 years, he has built a network of over 75 countries with 6,000 locations and a combined turnover of US\$18 Billion.

### **About Nick Moser**

Nick is a seasoned executive finance professional with a passion for travel and technology. Nick's relevant experience includes 15 years as CFO for various technology companies, 2 years as Deputy Managing Director for the UK operations of OUI.sncf, a major ecommerce distributor of rail travel and 3 years as Finance Director and consultant for the Advantage Travel Partnership travel consortium in London.

### **About Julie Janzen**

Julie has spent all her working life in the travel industry, most recently with Neil at WIN Global Travel Network, where she has led a team managing global hotel partnerships. During her 15 years with WIN, Julie has helped build the WIN Hotel Programme, which is utilised by travel management companies (TMC's) around the world, generating 8 million room nights per annum and featuring 35,000 hotels.

“The addition of Neil, Julie and Nick to the existing Snowstorm team provides the necessary expertise, leadership and skills needed for Snowstorm to achieve its full potential and scale globally. “We are thrilled and fortunate to have them as part of our organisation as we continue the vision of disrupting the disruptors” says Riaz Pisani, the Founder and Chief Strategy Officer of Snowstorm.

Neil Armorgie, the new CEO of Snowstorm, added, “Snowstorm is at a really exciting time in its evolution. With a customer base that already spans Europe, Africa, North America, South America and Asia/Pacific, it has developed leading edge technology, that is deployable across business travel, leisure travel and the loyalty programme sectors. I look forward to helping to drive Snowstorm’s market penetration.”

### **About Snowstorm Technologies (UK) Ltd.**

Being a global leader demands a large degree of anticipation and an understanding of where business is headed and getting there first.

For Snowstorm Technologies, providing smart, social, simple and highly collaborative booking solutions to the travel industry is the next logical step in the evolution of e-commerce. We create collaborative user interfaces and designs that are easily adopted and simple to use.

Our customers are exponentially expanding their revenue streams and improving their sales processes by deploying our booking solutions.

### **For more information please contact:**

Marketing Department - [marketing@snowstormtech.com](mailto:marketing@snowstormtech.com)

Snowstorm Technologies (UK) Ltd.  
Unit 201 – 70 White Lion Street  
London, United Kingdom  
N1 9PP

[www.snowstormtech.com](http://www.snowstormtech.com)