

www.vacatia.com



Caroline Shin

Chief Executive Officer

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Vacatia is the resort marketplace for vacationing families and friends. Our mission is to make family vacations better and to help family resorts thrive. We make it easy for guests to find and instantly book their perfect resort residence, combining the space of a home and the services of a hotel. Vacatia provides real-time rental listings, large photos, floor plans, and detailed resort information, supported by Vacatia Guest Care and multiple flexible payment options. Vacatia works with 600+ select professionally managed resorts and resort residence owners at leading hospitality, vacation ownership (timeshare) and premier independent resorts. No private homes or hotels allowed! Vacatia also partners with select brands to operate vacation ownership marketplaces. Vacatia is a member of the Family Travel Association and the American Resort Development Association (ARDA), which named Vacatia the winner of the "ACE Innovator Award: Industry Partner" category of the 2017 ARDA Awards. Vacatia is venture-backed, was founded in 2013, and is headquartered in San Francisco, CA.

A seasoned travel and hospitality executive, Vacatia CEO and co-founder **Caroline Shin** is passionate about building companies that embrace technology to deliver a stellar customer experience. She shows this passion with her extensive professional experience, including acting as the lead website architect on the startup team at Hotwire, which later led her to manage product and supplier relations. Caroline also led global Customer Relationship Management (CRM) and revenue management functions at Starwood Hotels and Resorts. As Senior Vice President at Sentient Jet, she oversaw client services and command center operations, as well as launched a new technology platform for flight management. Caroline co-founded StoreVantage, a SaaS scheduling and CRM system for service-oriented businesses. She was also a technology and strategy consultant at Accenture and Scient, working with Fortune 500 and startup clients. Caroline holds a degree in Nuclear Engineering from MIT.

Caroline is a member of the Board of Directors of ARDA, and also a member of the ARDA Research Committee and participant in the AIF Strategic Planning Task Force.

The Vacatia logo, featuring the word "Vacatia" in a blue, cursive script font.

