

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 American Resort Development Association (ARDA) and the Family Travel Association, is venture-backed, was founded in 2013, and is headquartered in San Francisco, CA.

Vacatia is led by CEO and Co-founder **Caroline Shin**, and executives with extensive travel, e-commerce, online marketplace, technology, vacation ownership, and real estate experience.

Caroline is a seasoned travel and hospitality executive, who is passionate about building companies that embrace technology to deliver a stellar customer experience. She was the lead website architect on the startup team at Hotwire, and also managed product and supplier relations. Caroline also led global CRM and revenue management functions at Starwood Hotels and Resorts. As Senior VP at Sentient Jet, she oversaw client services and command center operations, and launched a new technology platform for flight management. Caroline also co-founded Store Vantage, a SaaS scheduling and CRM system for service businesses. Caroline was 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 ARDA Research Committee and participant in the AIF Strategic Planning Task Force.

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