

Salma de Graaff new Chief People Officer Travix

Amsterdam, 27 May 2019 - Online travel agent [Travix](#), known for [CheapTickets.nl](#), [Vliegwinkel.nl](#), [BudgetAir.co.uk](#), [Flugladen.de](#) and [Vayama.com](#), has appointed Salma de Graaff as Chief People Officer (CPO) as of 1 April 2019.

Originally from the UK, Salma de Graaff has over 19 years of cross functional experience covering diverse functions from Finance, Sales and Human Resources. As a hands on People Team leader she thrives in dynamic environments and has formally gained her experience in Heineken International by living and working in three continents, having had Human Resources roles in the UK, Suriname, Ethiopia and The Netherlands.

For the last two years, Salma has been working in the tech environment at Travix as the Head of People for Product, Technology and Finance and more recently with the added responsibility of Growth and Reward. She has been instrumental in leading the turnaround of the people agenda, shaping the talent development agenda within the organisation "It has been a fantastic challenge to support the business growth by supporting young people to develop into big roles and help shape the People strategy at Travix".

Travix will continue to develop its people strategy in line with its ambitious company strategy; aiming to extend its platform worldwide and expand the markets in which it operates. CEO John Mangelaars: "We are delighted that Salma has accepted the role of CPO. With her strong drive and leadership qualities, she will not only safeguard the professionalism of our HR Team but also bring it to a higher level in line with our ambitions."

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About Travix

Travix is among the largest travel companies in the world when it comes to the online sales of flight tickets. The company and its brands - CheapTickets.nl, Vliegwinkel.nl, BudgetAir.com, Flugladen.de and Vayama.com - operates in 39 countries. All of the Travix brands offer global flights provided by national and economy airlines, hotels, car rentals, insurances and other travel related products and services. Travix employs 550 employees, representing more than 50 different nationalities worldwide. For more information, visit: www.travix.com.

About BCD Group

BCD Group is a market leader in the travel industry. The privately-owned company was founded in 1975 by John Fentener van Vlissingen and consists of BCD Travel (global corporate travel management), BCD Meetings & Events (global meetings and events agency), Travix (online travel: CheapTickets, Vliegwinkel, BudgetAir, Flugladen and Vayama),

Park 'N Fly (off-airport parking) and Airtrade (consolidation and fulfillment). BCD Group employs over 14,900 people and operates in 109 countries with total sales of US\$29.8 billion in 2018, including US\$10.7 billion partner sales. For more information, visit www.bcdgroup.com.