



RJ Friedlander

Biography

RJ Friedlander is the co-founder and CEO of ReviewPro, the leading provider of guest intelligence solutions to independent hotel brands worldwide. RJ is responsible for overseeing the strategic direction of the company, as well as leading a team of more than 70 employees.

He is a frequent speaker at hotel industry events, including PhoCusWright, ITB Berlin, World Travel Market London, The Hotel Investment Conference and the exclusive DLD Conference in Munich. Widely recognized as an expert in hotel technology and online reputation management, RJ has also taught classes at the Cornell University of Hotel Management, IESE, ESADE and the Instituto de Empresa (IE).

In addition to his position at ReviewPro, RJ is an advisor and private investor for several other Internet and technology companies including iHire Inc. and BigML. Prior to ReviewPro, RJ worked for 18 years in the Internet and technology sector in Europe, US and Asia. He spent 10 years at Grupo Planeta, one of Spain's largest media companies, where he was the CEO of the group's Digital Media Division.

