

A seat at the table for the partners closest to hotels.

INNOVATION, MADE EFFORTLESS

Hospitality technology keeps advancing, but real innovation takes more than new products. It takes open communication between manufacturers and the companies that sell, deploy, integrate, and support that technology inside real hotels. **HTAB was created to strengthen that connection**, powered by Samsung and Transworld Distributors.

THE BOARD

Who We Are

A select circle of integrators, distributors, and resellers who set the pace.

THE MISSION

Why We Exist

To turn what the field sees first into priorities that shape tomorrow's stay.

THE CADENCE

What We Do

The industry's boldest innovators, coming together to shape what comes after.

GROUNDING IN REAL-WORLD EXPERIENCE

Hotels rely on a growing ecosystem of hospitality TVs, content management, casting, digital signage, and connectivity that must work together reliably. But success isn't decided by specs alone. It's shaped by how easily products can be sold, installed, configured, serviced, and supported across their lifecycle. HTAB brings together the companies that meet those realities firsthand.

The board is built around practical questions:

- 01 What do hotels actually need?
- 02 Where are partners hitting obstacles?
- 03 Which processes can be improved?
- 04 What changes would make the biggest impact?

THE PROCESS

How The Board Works

A quiet, accountable rhythm that turns real-world insight into action.

01

Share the challenges

The people who sell and service the technology bring what they see first.

02

Identify the friction

The board weighs what matters and what truly moves the needle.

03

Set the direction

Priorities are owned, ranked, and put in motion.

04

Written response

Every voice gets a direct, accountable answer — tracked between sessions.

MEET THE BOARD

The Partners Closest To The Customer

Co-chaired by **Brendan Gephart** (Eleven Hospitality Technology Consulting) and **Todd Frankenhoff** (SONIFI).

BEST BUY
Business

Christine Nguyen

RESELLER

Transworld

Greg Maya

RESELLER

WORLDVUE

Bob Grosz

INTEGRATOR

guestsupply
a Sysco company

Michael Welling

RESELLER

SONIFI

Todd Frankenhoff

INTEGRATOR

ELEVATE
BUSINESS TO BUSINESS

Norman Hare

RESELLER

ELEVEN11
HOSPITALITY TECHNOLOGY CONSULTING

Brendan Gephart

RESELLER

GuestTek

Mike McCarthy

INTEGRATOR

ACTIVE
INTERNATIONAL

Lukas Kaminski

RESELLER

• NEXT IN-PERSON MEETING

New York City - November 2026

Following the inaugural session in Napa (May 2026), members reconvene to review progress and set the priorities that guide the board next.

The partners who bring technology into hotels should have a voice in shaping its direction.

Explore the Board →