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## Stephanie Kauffman Appointed TripAdvisor Vice President, Global Partnerships

NEEDHAM, Mass., May 18, 2016 (GLOBE NEWSWIRE) -- [TripAdvisor](#)<sup>®</sup>, the world's largest travel site, today announced the appointment of Stephanie Kauffman to the position of vice president, global partnerships. Kauffman will be responsible for leading TripAdvisor's global strategic partnership efforts to enhance TripAdvisor's brand visibility and products to new audiences and amplify the company's review and booking messaging.

Kauffman most recently was the chief communications and engagement officer for the Breast Cancer Research Foundation (BCRF), the world's largest private funder of breast cancer research, responsible for leading the organization's communications and consumer engagement strategies across global donor, consumer, press, online, entertainment, social and digital platforms.

Prior to her work with BCRF, she spent 16 years with Universal Studios leading worldwide strategic alliances across Universal's film, home entertainment, parks and resorts and staged productions business units. As part of the Universal Partnerships, Licensing and Digital team, Kauffman negotiated many of the entertainment and travel industry's highest profile branded partnerships including the association between the Dodge brand and the *Fast & Furious* film franchise and the groundbreaking American Express partnership with Universal Parks & Resorts.

"Stephanie comes to TripAdvisor with extensive partnership and engagement experience having spearheaded remarkable collaborations at both Universal Studios and BCRF over the past 18 years," said Barbara Messing, chief marketing officer for TripAdvisor. "We're thrilled to have her join the team and look forward to her leading our global partnerships team building alliances and programs that showcase TripAdvisor as the world's most trusted travel planning and booking site."

During her tenure with Universal Studios, Kauffman forged partnerships with an impressive portfolio of world-class brands including Cartier, Chase, Coca-Cola, Chrysler, Fidelity Investments, GE, Hilton Hotels Worldwide, MasterCard, Nestle Waters and Toyota amplifying Universal's marketing, content and revenue budgets with millions of dollars in partner paid media, funded campaigns and partner income.

"TripAdvisor is an innovative company that has changed how people travel and has a tremendous amount of reach and influence," said Kauffman. "I am excited to join the company as it continues to expand and develop impactful alliances to further strengthen the brand and reach new audiences globally."

She holds a B.S. in Marketing Management from the Florida Southern College.

Kauffman will be based in TripAdvisor's New York City office in SoHo. For more information on TripAdvisor, visit [www.tripadvisor.com](http://www.tripadvisor.com)

### About TripAdvisor

TripAdvisor<sup>®</sup> is the world's largest travel site\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers advice from millions of travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 340 million unique monthly visitors\*\*, and 350 million reviews and opinions covering 6.5 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide.

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 24 other travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl), [www.besttables.com](http://www.besttables.com) and [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.housetrip.com](http://www.housetrip.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.tripbod.com](http://www.tripbod.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), [www.viator.com](http://www.viator.com), and [www.virtualtourist.com](http://www.virtualtourist.com).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, February 2016

\*\*Source: TripAdvisor log files, Q1 2016

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