



Press release

hetras appoints new Executive Vice President to drive next growth phase

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Hotel Management Software provider hetras has appointed Hauke Lenthe as its new Executive Vice President. Hauke succeeds Managing Director Ulrich Pillau, who led the company for 6 years and played the key role in the successful startup development of hetras.

hetras develops a cloud-based hotel management software that enables hoteliers to change the way they connect and engage with their guests, generate higher revenues and decrease cost while offering increased service levels. Shiji, the owning company of hetras and, with more than 11,000 installed hotels, the Chinese market leader in hotel technology, considers this restructuring as part of their future strategy and growth plans for hetras, moving the company beyond the earlier startup phase. Shiji has also invested in the Berlin based hotel technology startup Snapshot, and is at the heart of the Chinese 'Hotel of the Future' program.

Kevin King, COO of Shiji, says, “We have restructured and focused our senior management team at hetras on core solution deliverables for our customers and will continue to develop a leading Software as a Service hotel management system. We will not only introduce hetras to new countries in Europe, but also carefully prepare the product for other international markets. I am very happy that we have in Hauke, an experienced and multi-cultural leader, who will help us structure and grow our hetras international business and team.”

Hauke Lenthe adds “I am excited about this opportunity and challenge. Shiji’s recent acquisitions and interest as an investor is clearly of strategic nature. They understand hospitality one hundred percent and think beyond traditional hotel technology.

Our mission is clear: Engage Your Guest! Our customers want to use technology to serve their guests in the easiest, most cost effective, most revenue generating way – either as a result of automated electronic processes, entertainment services, or simply by changing the way hotels analyze data and engage with their guests. Hotels provide guest services, and they do not usually need to become server farm or cloud experts.”

Hauke Lenthe has been involved in the hospitality industry for more than twenty years, specifically in hotel technology, ranging from Property Management Software to Internet and IPTV media business. He consulted on global Wi-Fi standards, applications, and mobile developments within the hospitality industry and serviced large accounts like Rezidor, Hilton, Hyatt and Starwood. Hauke worked in various positions throughout Europe and the Middle East, most recently as Senior Director Global Sales Strategy for HRS. Before his return to Germany he spent ten years in the Middle East as Vice President and General Manager of iBAHN Middle East, later acquired by GuestTek, the U.S. based leading provider for digital entertainment solutions to the hospitality industry.

As Hauke further comments, “The mobility impact on hotels has been causing infrastructure challenges for years. It has changed the way we live, book hotels and how we consume information. It will change the way hotels use data and engage with guests, and it will grow new revenue streams that today remain unutilized.”

About Shiji

[Shiji](#) creates and represents products, services and platforms facilitating cross industry consumer journeys, industry focused consulting and collaboration for hospitality, food service and retail industries. Shiji has over 90% market share in China’s high end hotels and over 70% in luxury and specialty retail. Founded in 1998, Shiji is traded on the Shenzhen Stock Exchange (code: 002153). Shiji has over 10,000 hotels, 100,000 restaurants and over 200,000 retail shops using our and partner technologies. Alibaba, China’s largest online platform for consumers, has invested in Shiji. Working with Alitrip’s online travel portal, Shiji provides online to offline solutions enabling a streamlined consumer journey. Headquartered in Beijing, Shiji has direct operations throughout China, Singapore, Hong Kong, Malaysia, Austria and Germany and a large reseller network in a number of countries and territories.

About hetras

[hetras](#) is the first company in Germany to develop a fully internet-based management application for hotels and hotel chains of all sizes. hetras' hotel management system has been specifically designed for hotel chains that employ a high level of automation. It comprises a highly efficient hotel management system (HMS) and a powerful distribution and channel management system. hetras is proud to be a technology partner in the "[FutureHotel](#)" project of the Fraunhofer Institute Germany.

For more information on hetras, contact:

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