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TECHNOLOGY BUSINESS ALLIANCE OF NEVADA Speaker Luncheon Series 2010

WEDNESDAY, MAY 19, 2010 • 11:30 AM – 1:30 PM • CILI RESTAURANT • 5160 LAS VEGAS BLVD. S.

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by

Neil Betterton
TeleAdapt Americas

“Hospitality Technology Trends Specific to the Guest Room”

Special Thanks to Our 2010 President's Circle Sponsors



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SPEAKER LUNCHEON • WEDNESDAY, MAY 19, 2010

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HOSPITALITY TECHNOLOGY TRENDS SPECIFIC TO THE GUEST ROOM

How are consumer technology trends affecting guestroom entertainment technology? How have guests' demands shaped hospitality technology? What is TeleAdapt doing to help hotels worldwide prepare for present and future guest room technology needs?

ABOUT NEIL BETTERTON

Neil Betterton, Vice President, joined TeleAdapt in 2003. Neil Betterton is responsible for aggressive revenue growth in the Americas region including the development of new markets, the launch of new product lines and addressing the next generation in in-room entertainment. Under Betterton's leadership, TeleAdapt has achieved market leader positioning for their niche product line in the hospitality industry, growing American revenue from \$1M to \$5M in sales and eclipsing the two-million room mark for TeleAdapt product installations.

Betterton's sound sales and marketing strategies continually aid TeleAdapt's ability to penetrate key hospitality markets as well as OEM, retail and consumer targets. TeleAdapt's hospitality customer base ranges from the world's largest hotel brands, the most prestigious hotel properties as well as the nation's top ISP's, VOD providers and hospitality TV manufacturers.

Prior to joining TeleAdapt, Betterton spent four years as the director of corporate and channel sales for Mobility Electronics (formerly iGo Corporation), catering to the portable electronic needs of consumers and Fortune 500 firms. Revenue streams for iGo reached \$3-4M per quarter under Betterton's direction.

Betterton has earned a Bachelor of Arts degree in Geographic Information Systems from the California State University in San Diego. He is also an active member of Hotel Technologies Next Generation.