

Press Release

Tuesday, 04 November 2025

WebBeds Welcomes Germán Cueva as Senior Vice President, Structured Partnerships.

WebBeds is pleased to announce the appointment of **Germán Cueva as Senior Vice President, Structured Partnerships**, reporting to John Guscic, Managing Director of Web Travel Group.

In this newly created role, Germán will lead the development of next generation contracting and partnership structures, working closely with the company's senior leadership team to redefine how WebBeds collaborates with its partners across the global travel ecosystem.

Germán brings extensive international experience in strategy, transformation, M&A, and travel operations, having held senior roles across some of the world's most respected consulting and travel organizations. His distinguished career includes:

- Partner at PwC, where he led the Strategy Practice and also served as CFO and COO of the Spanish firm
- Junior Partner at BCG, advising leading companies on strategic growth
- Head of M&A and Transformation at HBG, where he drove major organizational change initiatives

Germán holds an MBA from Columbia University and a degree in Electronic Engineering, combining analytical precision with strategic foresight.

"Germán's experience at the intersection of strategy, transformation, and travel innovation makes him a powerful addition to our leadership team," said John Guscic, Managing Director of Web Travel Group. "His deep industry knowledge and commercial acumen will play a key role as we evolve our contracting and partnership models to support the next phase of growth."

Germán's appointment reinforces WebBeds' ongoing commitment to strengthening its partner ecosystem and investing in new models that enhance value creation for both suppliers and clients.

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About WebBeds

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel products easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

Hotels and other suppliers - global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products to a global network of online and offline travel buyers through robust solutions that provide greater inventory control to simplify distribution, and leverage WebBeds enhanced analytics to inform inventory optimisation choices – saving costs and increasing revenue.

Travel buyers - online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC's, group providers, airlines and more - can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds trade only booking sites.

WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,900 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brand UHI. UHI is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at www.webbeds.com

WebBeds is a travel brand of [Web Travel Group](#) (ASX: WEB)

About Web Travel Group

Web Travel Group, an ASX 200 listed company (ASX: WEB), is a B2B global travel organisation that enables travel all around the world through our market leading travel brand, WebBeds.

WebBeds is a global digital marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel easier. WebBeds connects hotels wanting to sell rooms with travel buyers looking to find rooms for their customers, the travelling public.

Find out more about the Web Travel Group at: www.webtravelgroup.com