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**Atlas Travel & Technology Group Hires CMO Melissa Pride-Fahs**

Pride-Fahs Reflects on Leading Corporate Travel Marketing During COVID-19

No prediction could have accurately guessed the what first year of leading the Marketing & Communications for five divisions of a travel & technology company look like for Atlas Travel & Technology Group’s (ATTG) Chief Marketing Officer, Melissa Pride-Fahs.

Pride-Fahs was brought on to the company’s Executive Team on March 1, 2020, just in time to get settled into her office, only to move back to her home office two weeks later, as the country started shutting down.

“I learned everyone’s names, roles and divisions just in time to recognize them on Zoom,” Pride-Fahs joked. “I haven’t seen many of them in person since those first two weeks.”

WHY DID ATLAS BRING ON A CMO?

Atlas Travel & Technology Group, comprised of corporate travel management leader Atlas Travel, technology innovator Prime Numbers Technology and travel school and host agency ATHome, also holds three divisions within Atlas Travel: Global Travel Management, Vacations & Cruises and Meetings & Incentives. In her role, Pride-Fahs will drive demand generation, product marketing, public relations and corporate communication strategies across all brands and divisions of the travel management company.

“It’s been particularly difficult to be in travel during this pandemic, but I’m constantly amazed and energized by this company and the resolve of our CEO, President and Executive Team to keep our heads up and remain committed to success,” Pride-Fahs said. “The preliminary discussions about goals and strategy that were had during my first few weeks shifted to a detailed audit of our infrastructure as the pandemic worsened and economy slowed. In spearheading the global marketing initiatives, I wanted to use the time and opportunity to analyze how we could build on Atlas’ stellar reputation, mainstream efficiency and strengthening our divisional assets to position them that was more customer-centric as an industry leader.”

Pride-Fahs brings nearly two decades of marketing leadership experience, most recently as President of Emerge Marketing, working in both B2B and B2C markets. Prior to Emerge, Pride-Fahs served as the V.P. of Marketing & Customer Engagement for Destination Weddings Travel Group, leading the marketing team for the group’s three international brands. Prior to that, she served as the Director of Marketing for the United States Tennis Association, New England.

“We are thrilled to welcome Melissa to the Atlas family,” said Atlas Travel & Technology Group President Lea Cahill. “In addition to her successful experience in developing and growing high-performing marketing and communications teams, we valued her passion for travel and personal commitment to community leadership. She is also a visionary who looks ahead for trends and changing consumer needs that will ensure a concentrated focus on the customer journey.”

“I’m most inspired when sales and marketing can collaborate in a way that easily satisfies a challenge or objective for the consumer,” Pride-Fahs stated. “It isn’t always popular to prioritize the customer as the driver of your business objectives, but I strongly admire that Atlas supports that vision. I’m really proud of working with this company.”

Pride-Fahs noted that the tremendous strains and uncertainty of the pandemic has been the most challenging.

“Travel has taken a beating for sure,” she said. “My heart has broken for all of the colleagues, clients and companies I’ve known in the industry. I’ve seen so many people lose jobs they’ve had for decades and closings I never thought would happen. The part that has felt so inspiring is the comraderie that we are all in it together and will persevere.”

When asked to sum up the first year in her new position, Pride-Fahs replied, “You can’t change the severe and long-lasting impact that COVID has had. It definitely was a difficult climate to start in, but I feel confident that the time we have taken to cultivate our customer journey into something remarkable will all be worth it and help us better appreciate what lies ahead.”

In her volunteer and leadership endeavors, Pride-Fahs currently serves as the Chairperson of the Board of Directors for social services non-profit Shrewsbury Youth and Family Services, is an elected town meeting member and an Officer of the Hannah Kane Charitable Foundation. She has held past positions as a Commissioner for the Massachusetts Commission on the Status of Women and as a Board Member for quasi-public workforce development agency, Commonwealth Corporation.