

PRESS RELEASE



July 27th, 2026

FOR IMMEDIATE RELEASE

**HOSPITALITY TECH SHOW INC.
ANNOUNCES THE APPOINTMENT OF
GREGORY L. DESHIELDS AS A
DIRECTOR OF PARTNERSHIPS,
SPONSORSHIPS & DEVELOPMENT**



Official Announcement

We are proud to announce the appointment of Gregory L. DeShields as Director of Partnerships, Sponsorships & Development. Gregory is the Founder and Principal of Greg DeShields Consulting LLC and brings more than 30 years of experience in tourism, hospitality, workforce development, strategic partnerships, and nonprofit leadership. Gregory has worked with organizations ranging from educational institutions and nonprofit organizations to leading tourism and hospitality associations and is recognized for his expertise in partnership development, destination engagement, workforce initiatives, organizational leadership, and industry collaboration. His experience spans multiple sectors, helping organizations build sustainable partnerships, strengthen talent pipelines, and create meaningful community impact.

As a nationally respected tourism executive, certified hospitality educator, and consultant, Gregory is committed to advancing education, leadership, and inclusive workforce development. He is passionate about connecting industry, education, and communities to create opportunities for future hospitality professionals and drive long-term organizational success. His leadership, experience, and dedication strongly align with the mission of Hospitality Tech Show Inc. to develop strategic partnerships, expand sponsorship opportunities, strengthen stakeholder engagement, and advance the organization's growth and impact across the hospitality and technology industries.

Sincerely,
Senan Goundjo
Founder & President
Hospitality Tech Show Inc.
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