

For Immediate Release

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Knowland University Hires Expert in Sales Technology

Former Corporate Manager, Sales Technology Learning and Development for Ritz-Carlton to Take Lead Training Role at Innovative Business Development Firm

McLean, VA, 06/08/10 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, has recently hired Trevor Zabel as the new Assistant Chief Learning Officer. Zabel's extensive background in hotel sales technology training and development make him a valuable addition to the Knowland University team.

Zabel will be taking a leadership role in developing and delivering client training with a specific focus on [Target Net](#), Knowland's revolutionary sales force automation and meetings management tool. His experience training hotel sales teams on existing technologies will greatly enhance the instruction and support clients receive on all Knowland products and services.

Trevor comes to Knowland with more than 18 years of experience in the hospitality industry. Most recently he was a corporate manager for The Ritz-Carlton Hotel Company, where he spent over five years overseeing sales technology training and development. This included developing content to support sales systems training, creating and managing training requirements for all new sales technology users, and producing and distributing training materials. Before that he was a corporate trainer in charge of overseeing training and support for the sales and catering software system at nearly 50 Ritz-Carlton properties.

"We are very pleased to have Trevor join the Knowland University team," said Knowland Group CEO [Mike McKean](#). "His expertise in developing and implementing training for hotel sales technology will help us ensure every client is using Knowland products to their fullest potential, with ease and perhaps a bit of fun."

Zabel received his Bachelor of Science in Recreation, Parks and Tourism with a specialization in Hotel/Resort Management from the University of Florida. He is a member of the American Society of Training & Development, the eLearning Guild, and the American Management Association.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that

streamline and support event and group sales in the hospitality industry. The company, headquartered in Salisbury, MD, serves over 2,000 hotel clients and 17,000 users globally. Recently featured on the *Inc.* [Fast 500 List](#), The Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).