



FOR-SIGHT

PRESS RELEASE

FOR-SIGHT WELCOME NIGEL ALLPORT

NIGEL ALLPORT JOINS FOR-SIGHT AS HEAD OF BUSINESS DEVELOPMENT

Edinburgh, (July 25th, 2018)

After a record breaking year of new client acquisition and the on-boarding of a number of renowned UK and Ireland hotel groups and prestigious Independent properties, For-Sight Guest CRM today announced the appointment of Nigel Allport as Head of Business Development to oversee its ambitious growth plans over the next three years.

Speaking following Allport's appointment, For-Sight Founder and Director Allan Nelson said that "I have known Nigel for a number of years and have always been impressed with his success and professionalism" adding, "his reputation in European hospitality technology is simply unmatched and he is the perfect appointment to lead our sales effort in the UK, Ireland and continental Europe".

Experienced in hotel guest CRM, Allport has worked with a diverse client portfolio consisting of top tier hotel brands, luxury and boutique hotel chains, hotel management companies, resorts, franchises and independents, and business partners. Commenting on his appointment, Allport said "I am absolutely thrilled to have joined For-Sight Guest CRM at a time when they are enjoying un-paralleled success with their CRM and Data Analytics platform adding that in a post GDPR world, For-Sight's experience of data management including laser segmentation and guest profiling is a clear differentiator for hotels seeking a competitive edge".

Nelson concluded, "For-Sight are very excited to welcome Nigel on board and are delighted that he is already making headway, the impact of which, is already being seen and we are excited at the contribution he will make to our growth strategy in the coming years".

About For-Sight

From UK based Forth Communication Ltd, For-Sight Guest CRM helps hotels, groups and management companies leverage their data to establish & retain guest relationships. A combination best of breed technology and excellent customer service, means the business has become well established in the Hotel CRM space with a reputation to match.

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