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With more than 20 years of experience in the travel and hospitality industry, Mr. Bas Lemmens is the Co-founder of Booking.com and has served in various roles within the European hotel business including Ebookers.com, Isango.com, Easytobook.com, Hotelchamp.com, Redigo.ru, handling global business development accounts in addition to product acquisition and revenue management. A graduate from the University of Twente in Holland with a Master in Industrial Engineering and Management Science. Now he is the CEO of Meetings.com.