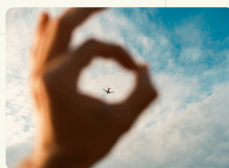


Media Kit



Built for your ambition

Mission Statement

Our purpose is to accelerate hoteliers' ambitions — because ambition is the heartbeat of hospitality, driving the tenacity to grow and the commitment to make every guest feel special. Ambition can't flourish when hoteliers are buried in disconnected tools and outdated systems. That's why every product we build and every customer we support is designed to help hoteliers move faster, operate leaner, and unleash their competitive edge. With our intelligent growth engine powered by unified operations and AI-driven insights, we deliver more reservations and happier guests. We don't just build technology; we build momentum, empowering our community to create the magic that fuels their success.

History, Investment & Awards

Cloudbeds was founded in 2012 by Adam Harris and Richard Castle after a frustrating attempt to book a hotel room while traveling in Brazil. What began as a “back-of-the-napkin” idea to make lodging easier to book has since become one of the world’s leading hospitality technology companies.

Cloudbeds is a global powerhouse serving properties in over 150 countries on its platform. The company has raised more than \$250 million in venture capital from leading investors including Viking Global Investors, PeakSpan Capital, Recruit Co., Ltd., Counterpart Ventures, and Cultivation Capital, fueling rapid expansion from two founders to 650+ team members dedicated to helping hoteliers successfully grow their businesses. This momentum has earned industry-wide recognition, including Hotel Tech Report's Top PMS, Hotel Management System, and Channel Manager (2021–2025), World Travel Awards' World's Best Hotel PMS Solutions Provider (2022), and a spot on Deloitte's Technology Fast 500 (2024). Today, Cloudbeds continues to invest heavily in automation, connectivity, revenue optimization, and AI-driven insights, cementing its position as the technology partner of choice for hoteliers worldwide who want to drive more reservations and greater guest happiness.

About Cloudbeds

Boilerplate

Cloudbeds is hospitality's only intelligent growth engine — a unified platform trusted by the world's most ambitious hoteliers across 150 countries. Built to challenge the limits of outdated tech stacks, Cloudbeds connects operations, revenue, distribution, and guest experience in one powerful, intuitive system. The platform is enhanced with Signals, a hospitality AI model giving hoteliers the power to anticipate demand, run smarter operations, and craft more personal, profitable guest journeys at scale.

Founded in 2012, Cloudbeds has earned top honors from Hotel Tech Report (Top PMS, Hotel Management System, and Channel Manager, 2021–2025), the World Travel Awards (World's Best Hotel PMS Solutions Provider, 2022), and Deloitte's Technology Fast 500 (2024). For more information, visit www.cloudbeds.com.

Blurb

Cloudbeds is hospitality's only intelligent growth engine — a unified platform powering operations, revenue, distribution, and guest experience for ambitious hoteliers in 150+ countries. Enhanced by Signals AI, properties can better anticipate demand, automate operations, and deliver more personal, profitable guest journeys.

Short Version

Cloudbeds is hospitality's only intelligent growth engine — a unified platform powering operations, revenue, distribution, and guest experience for ambitious hoteliers in 150+ countries.

Executive Bios



Adam Harris

CEO & Co-founder

Adam Harris is the co-founder and chief executive officer of Cloudbeds, the intelligent unified platform powering hotel growth around the world. His people-centered leadership, alongside a fully-remote, distributed workforce of 700+ people in more than 40+ countries, has grown Cloudbeds into a company trusted by tens of thousands of properties in 150+ countries. Together with his co-founder, Richard Castle, they have amassed awards for culture, product, and innovation, including Forbes' America's Best Startup Employers, Inc's Best Workplaces, and EY Entrepreneur of the Year.

Before founding Cloudbeds, Adam was an established entrepreneur with numerous successful businesses. His most talked-about invention was Bark4Beer, a dog-collar company that became an overnight success, garnering over 100 million website impressions in the first month of online sales and bolstering Harris' work into the national spotlight.

Adam calls San Diego home with his wife and two young kids. When they're not spending time at the beach, Adam serves as an advisor to the San Diego startup incubator, Connect – mentoring and advising entrepreneurs in a city that is quickly becoming the new epicenter of technology. Deeply committed to the community where he was raised, Adam established the nonprofit La Jolla Community Fireworks Foundation and raised \$50,000 in 48-hours to save his hometown's Fourth of July celebration.

Adam's work has been covered by The New York Times, Forbes, Fortune, Inc. magazine, Time magazine, NPR, The Wall Street Journal, MSNBC, TechCrunch, and many other prominent media outlets worldwide. He has a Bachelor of Arts from University of California, Berkeley.

Executive Bios



Richard Castle

COO & Co-founder

Richard Castle is the co-founder and Chief Operating Officer of Cloudbeds, the intelligent unified platform powering hotel growth around the world. Under his purpose-driven leadership, Cloudbeds has grown into a company trusted by tens of thousands of properties in 150+ countries alongside a fully-remote, distributed workforce of 700+ people in more than 40 countries. Together with his co-founder, Adam Harris, they have amassed awards for culture, product, and innovation including Forbes' America's Best Startup Employers, Inc's Best Workplaces, and EY Entrepreneur of the Year.

Richard's passion for innovation resulted in many entrepreneurial achievements, which include founding w3ink, a software development service provider working with start-ups in the San Diego area. Entrepreneurship was a natural extension of his time working in a research lab on Salmonella, where setting up an experiment required proposing and testing a hypothesis in order to make new discoveries. Those experiences, combined with a vision for the future of travel, propelled Richard to build and lead product and engineering teams that solve big problems with transformational solutions at Cloudbeds, where he wrote the first line of the company's code. A self-confessed xenophile and globe trotter, who has lived and worked in Japan, Brazil, and the United States, Richard incorporates the diversity of cultures and perspectives he experienced into the cultural fabric of Cloudbeds. The success of Cloudbeds has been featured in Tech Crunch, Fast Company, Fortune, Inc, Wall Street Journal and countless major media outlets worldwide.

He holds degrees in Molecular and Cellular Biology and Japanese Language from the University of California, Berkeley. He was a Blakemore Fellow, and he completed the Inter-University Center for Japanese Language Studies Program in Yokohama, Japan. He holds an Executive MBA from the Rady School of Management at the University of California and continues to work closely with them to inspire and forge the next generation of innovators. He splits his time between San Diego and São Paulo with his wife Tania.

Executive Bios



Rafael Blanes

Chief Growth Officer

Rafael Blanes is Chief Growth Officer at Cloudbeds, the intelligent unified platform powering hotel growth, trusted by tens of thousands of properties in 150+ countries.

As an originating member of Cloudbeds, he utilized his 15 years of hospitality experience in hotel operations, revenue management, and sales to help develop an innovative go-to-market strategy anchored around a consultative approach, remote deployment, and a unique sales process. Blanes also helped design the core products that Cloudbeds customers use today.

Previously, he worked at travel and hospitality companies, such as TravelClick, IHG hotels, and Gaylord Hotels.

Known for being a dynamic and customer-centric sales leader, Blanes leads his team with passion and intensity. His ability to speak three languages combined with market expertise and an abundance of positive energy has helped develop countless sales professionals globally.

This has allowed him to grow the Cloudbeds sales team into one of the world's largest hospitality tech sales organizations, now numbering more than 200 employees across 30 countries. Blanes received his Bachelors in economics from the University of Florida. He lives in Florida with his family.



Sébastien Leitner

VP, Partnerships

Sébastien Leitner heads up global partnerships and industry relations as VP of Partnerships at Cloudbeds, the intelligent unified platform powering hotel growth. His team partners with solution providers, distribution partners, and other technologies that complement Cloudbeds' value proposition and help enhance and automate lodging business workflows. The team also oversees Cloudbeds Horizon, which brings Cloudbeds technology into the classrooms of the world's top hospitality schools and universities.

Sébastien is an industry veteran who began his hospitality career in Europe working at Le Meridien and Swissotel, before moving on to Expedia to work in various roles managing lodging connectivity.

Based in Montreal, Sébastien has been at Cloudbeds since 2017 and has served as a board member and President of HEDNA. Since January 2024 Sebastien has been Chairman of WYSE Travel Confederation, the global association representing the youth travel industry. He is also the host of The Turndown, a Cloudbeds podcast for hoteliers.