

CARL OLDSBERG**Vice President, International Operations**

Carl Oldsberg is Vice President of International Operations, for Choice Hotels International, Inc., (NYSE: CHH) one of the world's leading hotel companies. In this role, he is responsible for directing franchise services, sales, marketing and distribution, as well as enhancing Choice's value proposition, for more than 1,200 franchisees in over 40 countries.

Oldsberg joined Choice Hotels in 2015 to assume his current leadership position. Prior to working at Choice, he was Vice President of Revenue and Distribution for Nordic Choice Hotels (a Master Franchisor of Choice Hotels International). There, he pioneered and developed the company's revenue and distribution system, implementing the first dynamic pricing strategy for corporate clients in Scandinavia. Additionally, Oldsberg successfully headed a distribution strategy that resulted in a 120 percent increase in direct online channels.

Earlier in his career, Oldsberg worked for Revenue Management Solutions, a leader in pricing solutions for the retail and restaurant industries. He also held positions at the Grand Hotel Stockholm, where he implemented the hotel's food and beverage revenue management system.

A frequent panelist and speaker at industry events, in 2013, the Hotel Sales and Marketing Association International named Oldsberg one of Europe's Top 20 Extraordinary Minds in Sales, Marketing and Technology. Oldsberg holds a bachelor of science degree from Cornell University.