

## INTERNATIONAL BUSINESS EXECUTIVE, CHARLIE HARTLINE, TAKES THE LEAD ON SMARTVISIT'S GLOBAL COMMERCIAL DEVELOPMENT

**SYDNEY, 1 February, 2022:** As **Smartvisit Group** anticipates the imminent return of global tourism, it has bolstered its Executive team with the appointment of Charlie Hartline in the role of *Chief Commercial Officer*. Using his significant experience working in capital markets, business development, joint ventures, acquisitions and sales, Hartline will be responsible for the management and implementation of strategies and tools that will deliver on the company's current portfolio, as well as future ambitions.

Off the back of promising half-yearly results, delivering growth in some of the most challenging times tourism has encountered, **Smartvisit** is squarely focused on the pre-covid objectives of delivering its suite of products to more partners around the world. **Smartvisit CEO & Founder** Ryan Rieveley states *"The tourism industry is desperate to start making up for lost time and more than ever, we remain dedicated to supporting the sector with tools and technology that drive new revenue streams and profitability for **Smartvisit's** partners and shareholders. Charlie's extensive experience in developing and implementing strategic pathways to deliver commercial success, complement these ambitions brilliantly and bring additional strength and determination to our passionate Executive team"*.

Based in **Smartvisit's** Sydney head office, Hartline will work closely with Rieveley to develop commercial and business development strategies that are optimised to deliver both short-term results and a high-yielding, long-term strategy. His extensive international experience spanning the USA, Europe and Australia, positions him well for a role with global ambitions and exponential opportunities. Hartline says, *"Smartvisit has shown how resilient its business model is and team members are – having survived and grown during one of the most challenging periods for the tourism industry in decades. They have built a great platform, there is a huge runway and I am excited by all of the potential."*

For further information, please contact:

Amanda Brown

[communications@smartvisit.com](mailto:communications@smartvisit.com)

+61 437 044 449



**CHARLIE HARTLINE**

*Chief Commercial Officer, Smartvisit*

Hartline has over fifteen years' experience working in capital markets. He has significant experience in debt and capital raises, acquisitions, sales, and joint venture arrangements. He raised over \$500 million in debt and equity and sold over \$2 billion in assets with AIG/Lincoln in Russia and Mazovia Capital, which he co-founded, in Poland.

Founded in Sydney Australia, the Smartvisit Group operates across 6 continents under its **Smartvisit Solutions**, **iVenture Card** and **CityXplora** brands. The group offers bespoke, white label solutions to the tourism sector through technology platforms, ticketing consolidation, payment solutions, content and distribution.

**Smartvisit Solutions**

Utilising its cloud-based, non-monetary payments platform, Smartvisit Solutions provides gift and loyalty programs with technology for the issuance and redemption of points, tickets, passes, coupons and vouchers.

**iVenture Card**

iVenture Card offers an end-to-end solution for the design, development and management of multi-experience, tours and attraction passes. Connecting consumers to experiences through co-branded, straight to gate entry products designed to offer flexibility, choice and convenience.

**CityXplora**

Plugging into a merchant's own ecosystem, CityXplora delivers a consolidated online channel for the distribution of tours and activities, products and passes.