

Tom Botts

Chief Commercial Officer

Uplift

Tom joined Uplift from KSL Capital portfolio company Miraval Group where he served as SVP and CMO, ultimately successfully selling the brand and resorts to Hyatt Hotels and Resorts. Prior to Uplift, Tom held executive positions across the airline, hotel, and online intermediary industries including at Denihan Hospitality, Starwood Hotels & Resorts, and Hotwire.com. Tom was also the co-founder and managing partner of global travel consultancy Hudson Crossing, LLC. Tom sits on the board of directors or advisory boards of several companies, including Adara Media, Duetto Research, Hudson Crossing, and Rocketmiles (acquired by Priceline). He holds a Bachelor of Science degree in Logistics and Marketing from the University of Missouri.