

Meet Spotnana's leadership team

150+ years of travel experience



Steve Singh

Executive Chairman and CEO

Steve is a travel industry veteran and through the Madrona Venture Group, where he serves as Managing Director, he is an investor in Spotnana. Steve serves as our Executive Chairman and is actively involved at Spotnana. Before joining Madrona in 2020, Steve was the founder and CEO of Concur, and served on the Executive Board of SAP running SAP's cloud business group.



Sarosh Waghmar

Founder, Co-Chairman, and Chief Product Officer

Sarosh has spent over 20 years building successful businesses in the travel space. As the Founder, Co-Chairman, and Chief Product Officer of Spotnana, he leads the company's efforts to build the industry's first Travel-as-a-Service Platform. His passion is to provide the travel industry with a modern technology stack that opens the door to a new generation of traveler experiences.

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Frank Pelzer

Chief Operating Officer

Frank serves as Spotnana's Chief Operating Officer. Prior to joining Spotnana, Frank was the CFO of F5, a security and app services company. He previously served as the President and COO of the Cloud Business Group at SAP and CFO of Concur. Frank currently serves on the Board of Directors at Freshworks and Direct Travel and previously served on the board of directors of Duck Creek Technologies and Benefitfocus as well as several private companies.



Vikram Bhambri

EVP, Product

With over 25 years of experience as a business and product management leader, Vikram has a proven track record of launching successful products for companies like DataStax, Microsoft, Dell EMC, and IBM. He holds 7 US and 2 international patents and has driven significant revenue growth and led large global teams to build scalable product portfolios. A few of notable achievements include launching AstraDB at DataStax, managing over \$2B in revenue at Dell EMC, and leading the highly successful launch of the Microsoft Azure Platform.



Ashish Chaudhary

EVP, Engineering

Ashish Chaudhary is dedicated to shaping product strategy, envisioning innovative ideas, and leading a team of product and design experts to create products that both align with customer needs and drive business growth. Ashish brings extensive experience in scaling companies, having held leadership roles at American Express, Microsoft, PayPal, Blackhawk Network, Twilio, and most recently at Weave Communications, where he took the company public on the NYSE.

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Will Arora

EVP, Engineering

Will serves as EVP of Engineering at Spotnana, where he is building technology to delight every traveler with the perfect trip. He previously served as CTO of Assurance IQ (acquired by Prudential Financial), where he built systems to simplify insurance shopping, helping millions of Americans protect their assets. Earlier in his career, while at Amazon, he led a global team to optimize the company's supply chain and get the Prime badge on millions of additional items. Will holds a B.S. & Ph.D. from MIT in Electrical Engineering & Computer Science.



Bill Brindle

EVP, Content & Commercials

Bill is responsible for Spotnana's supplier relationships and operations for providing exceptional service to travelers. Prior to Spotnana, Bill served as COO of American Express Global Business Travel, where he led the company's global operational delivery teams. He also served for many years as COO of HRG, where he led innovations in HRG's technology, distribution, product development, and client data, as well as leading the growth and ultimate sale of its Freedom payments business to Visa.



Bill Tillman

EVP, Sales

Bill Tillman is the Executive Vice President of Sales at Spotnana, having joined the company in January 2021. Bill develops Spotnana's Go-To-Market plans, oversees Sales, Partnerships and Account Management globally and leads Spotnana's growth strategy. Prior to joining Spotnana, Bill held senior leadership roles at Thrive Global, SAP Concur, and Outtask. As one of the first hires at Outtask, Bill was instrumental in bringing the Cliqbook Travel Online Booking Tool (now Concur Travel) to market in North America and Europe.