

Company: Tripadvisor

Nomination Submitted by: Hunter PR

Company Description: Tripadvisor is the world's largest travel guidance platform, helping millions of people each month become better travelers, from planning to booking to taking a trip.

Nomination Category: Thought Leadership Categories

Nomination Sub Category: Female Thought Leader of the Year - Consumer Services

Nomination Title: Kristen Dalton President



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:
3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 162 words used.

Kristen Dalton is a seasoned leader whose career spans senior roles in finance, strategy, and operations across global organizations, culminating in her appointment as President of Tripadvisor in 2024. She began her career as a Senior Manager at Ernst & Young before advancing to leadership positions at Houlihan Lokey Howard & Zuckin, Zurich Financial Services, AXA, ACE Group, and Vistaprint. Notably, she made the intentional decision to pause her career to raise her children and support her husband's business, returning to the workforce with renewed purpose at Vistaprint. Kristen joined Tripadvisor in 2019 as VP of Finance, became COO in 2022, and now leads the company into its next chapter. Known for her approachable leadership style, sharp judgment, and ability to navigate complex challenges, Kristen has built a track record of driving both operational excellence and innovative growth. She is deeply committed to fostering a culture where high performance coexists with personal fulfillment, championing employees to thrive as both professionals and parents.

4. Outline the nominee's thought leadership achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 199 words used.

Since becoming President in 2024, Kristen has led a bold transformation of Tripadvisor, steering the brand into its next chapter with a sharper strategy, modernized identity, and expanded value for travelers worldwide. Her leadership has been marked by decisive, forward-thinking initiatives that blend innovation with a deep understanding of the brand's legacy.

This year, she launched Tripadvisor's first comprehensive membership program, designed to deepen loyalty through exclusive benefits, personalized recommendations, and enhanced travel services. She also forged innovative partnerships — including with Hopper — to expand booking capabilities and reach new audiences. Recognizing the need to evolve the brand's image, Kristen oversaw a full brand refresh, positioning Tripadvisor as a trusted, modern, and inspiring travel companion.

Kristen has also championed technological advancement, coordinating the launch of Tripadvisor's AI Travel Assistant. This innovative tool harnesses artificial intelligence and over one billion traveler reviews and contributions to deliver personalized, real-time recommendations, making trip planning more intuitive and accessible for millions of travelers.

Through these achievements, Kristen has not only reinvigorated Tripadvisor's business strategy but also set a new standard for leadership in the travel industry — demonstrating how a legacy brand can evolve to meet the demands of the modern traveler.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 164 words used.

Kristen's achievements stand out for their scope, speed, and transformative impact. She has taken a 25-year-old category leader and not only modernized it but positioned it for sustained growth in an evolving, highly competitive industry. The simultaneous execution of a membership launch, brand refresh, innovative partnerships, and a major AI product debut reflects exceptional vision and operational discipline.

Her work has bridged Tripadvisor's rich legacy with a forward-looking strategy, ensuring relevance among both loyal users and a new generation of travelers. The AI Travel Assistant is especially significant — it represents one of the most ambitious applications of artificial intelligence in consumer travel to date, bringing personalization and trip planning efficiency to a global audience and earning recognition with a recent International Stevies Award.

By blending innovation with brand stewardship, Kristen has created measurable, lasting value for travelers, partners, and the business. Her leadership exemplifies how a seasoned executive can drive transformative change that redefines industry standards and inspires confidence in the brand's future.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 143 words used.

In the Phocuswire article, Kristen speaks on Tripadvisor's rewards strategy: "Tripadvisor Rewards is one of several strategic moves we're making to build more direct, habitual relationships with travelers. It's not just about driving incremental bookings — it's about repositioning Tripadvisor as the first place travelers turn to when they begin planning."

The 2nd link leads you to Tripadvisor's AI Travel planning tool, which Kristen helped orchestrate. This tool uses generative AI and Tripadvisor's unmatched database of over one billion reviews to create custom, day-by-day itineraries based on who you're traveling with, where you're going, and what you love to do.

This release from Hopper outlines the details of Tripadvisor's partnership with Hopper Technology Solutions, spearheaded by Kristen Dalton, to launch in-app hotel booking for members — expanding the app into an integrated trip planning platform that seamlessly combines research, booking, and rewards.

Attachments/Videos/Links:

[Kristen Dalton President](#)



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