



REGUEST AG

Kuperionstr. 34,
39012 Meran
T +39 0473 066100
IT03229380211

RE : GUEST

Merano, 08/04/2026

ReGuest AG welcomes Florian Augustin as new CPO – another milestone in the company's growth

ReGuest AG, the publicly listed company headquartered in Merano, South Tyrol, is pleased to announce the appointment of Vienna-based Florian Augustin as its new Chief Product Officer (CPO). For ReGuest AG, this is not merely an addition to the management team, but a significant step forward in its Buy-and-Build strategy and in the development of the first Hotel Commercial Operating Platform (ComOP). Florian Augustin, most recently Deputy CEO & Chief Commercial Officer at HotelPartner Revenue Management, assumed his new role today, 7 April 2026.

Development of the first Hotel ComOP

Within ReGuest AG, Florian Augustin will play a key role in the development of the first Commercial Operating Platform (ComOP) for hotels. The platform integrates systems for Customer Relationship Management (CRM), digital marketing, guest experience and upselling, as well as business intelligence, including dedicated AI agents. Additional product integrations are already planned to further complete the platform.

The core idea behind the Hotel ComOP is to provide hotels with a single, unified platform to consolidate, manage and optimize all commercial aspects along the entire guest journey. Florian Augustin will take the lead in advancing the individual components of the platform. These are based on products from various SaaS companies in which ReGuest has acquired partial or full ownership over recent months. His responsibilities include aligning and harmonizing these products, designing and implementing the ComOP roadmap, and, in a next step, enabling hotels to successfully orchestrate the platform in their day-to-day operations – with the goal of reducing complexity and increasing profitability.

About Florian Augustin

Florian Augustin brings more than 16 years of experience in international hotel chains, independent hotels and the hospitality tech sector. Through his previous role as Deputy CEO & Chief Commercial Officer at HotelPartner Revenue Management, he has gained extensive expertise in developing commercial strategies for hotel businesses and driving sustainable growth. He has led numerous hospitality projects with a strong focus on concept and organizational development, consulting, and the integration of product, sales and marketing to create a holistic growth system.

REGUEST AG

Kuperionstr. 34,
39012 Meran
T +39 0473 066100
IT03229380211

RE : GUEST

“Bringing a CPO on board was the next logical step in our Buy-and-Build strategy,” says Michael Mitterhofer, CEO of ReGuest. “Florian Augustin is the ideal choice for this position, as he combines in-depth experience from both the hotel side and commercial management. He shares our holistic approach and, with his skills and vision, is exactly the person we envisioned for this role.”

Florian Augustin was particularly inspired by the combination of ReGuest’s clear strategic vision and its already strong execution capabilities:

“With the ambition to build a leading, unified commercial platform for hotels, ReGuest is creating a strong European alternative in a market that is currently dominated by fragmented and often non-European solutions. The vision of a true Commercial Operating Platform directly addresses one of the industry’s core challenges: fragmentation. What excites me most is the opportunity to build an integrated ecosystem that connects marketing, booking, on-stay and post-stay experiences, and business intelligence – bringing previously separate processes together into a seamless system that actively drives commercial performance.”





REGUEST AG

Kuperionstr. 34,
39012 Meran
T +39 0473 066100
IT03229380211

RE : GUEST

Press contacts:

Francesca Bertasi - francesca.bertasi@reguest.io

Maria Egger - maria.egger@reguest.io

press@reguest.io

www.reguest.io