

Citation brings in new Chief Executive Officer



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February 18, 2013, 7:32 am -- /[EPR NETWORK](#)/ -- Manchester based Citation has appointed Chris Morris to be its new Chief Executive Officer.

The appointment follows the recent purchase of Citation by ECI Partners. Chris Morris will join

Citation on 18th March from LateRooms.com where he is currently Managing Director.

Chris Morris joined LateRooms.com as Finance Director in 2005 and was then quickly promoted to the role of Managing Director. Chris was integral to LateRooms.com becoming a successful part of TUI Travel PLC. He subsequently led the expansion of the LateRooms.com brand and has been responsible for the expansion of the B2C Division through the acquisition of sister brands AsiaRooms.com and MalaPronta.com (in Brazil).

Citation chairman, Andrew Vaughan, commented "The board are delighted that we have been able to secure Chris Morris as CEO. Chris has done an incredible job at building the LateRooms.com brand over the years and is a well respected professional. The board are looking forward to working with Chris and his contribution to Citation's future."

Speaking about his appointment Chris said "It is an exciting time to be joining Citation as CEO. I am confident we can take Citation to the

next level for both client acquisition and customer service. Citation has remained resilient during tough market conditions and is perfectly positioned for future growth. I can't wait to get started!"

Chris will join the board alongside Julie Moran (Finance Director), Richard Chapman (ECI Partners) and Andy Vaughan (Chairman), working with the current Senior Management Team.

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