



Media Release

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CTM appoints Rebecca Welsch as Global Head of Growth Marketing

Corporate Travel Management (CTM) has appointed Rebecca Welsch to the new role of Global Head of Growth Marketing in a strategic move to accelerate the global travel management company's five-year growth plan by deepening customer engagement and expanding CTM's presence across key global markets.

Welsch is a seasoned B2B marketing leader with over 16 years of global experience spanning SaaS, enterprise technology, and corporate travel. Welsch brings a deep expertise in positioning, product marketing, sales enablement, and performance-led execution, consistently aligning marketing with business growth. Most recently, she led global product marketing at Phocas Software, where she increased product attachment, improved sales alignment, and defined the company's positioning through customer insight and cross-functional collaboration.

"There's a clear opportunity to help shape the next chapter of CTM's growth, and I'm excited to do that alongside a passionate, high-performing team," says Welsch. "In a fast-evolving market, CTM has a powerful story to tell. My goal is to shine a light on what makes CTM truly unique and help businesses make more confident, informed decisions when it comes to their corporate travel partner. Marketing will play a critical role in aligning closely with the business to drive growth, deepening our connection with customers, and positioning CTM as a thought leader in corporate travel."

Darren Toohey, CTM's Chief Sales and Customer Officer, commented: "Rebecca's appointment marks a key step in ensuring our strategic growth plans are driven by meaningful customer connection. As we continue to expand our global customer footprint, it's essential that our marketing reflects what matters most to our customers, whether that's local relevance, insightful thought leadership, or a more intuitive brand experience. Rebecca brings a passion for growth marketing and a strong track record of delivering results, making her well-positioned to help us scale our impact in ways that resonate with customers around the world."

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For more information:

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About CTM

Corporate Travel Management (CTM) is an award-winning global provider of innovative and cost-effective travel solutions spanning corporate, events, leisure, loyalty and wholesale travel. The company's proven business strategy is underpinned by personalised service excellence supported by market-leading technology solutions that deliver a return on investment to our customers.

Headquartered in Australia, the company provides local service solutions to customers of all sizes across the world.