



YDreams hires Marketing and Sales Director to consolidate its presence in Portugal and Europe.

Isabel Capacho is the most recent addition to the YDreams team in Portugal. The 39 year old, marketing professional has a degree in Business Management and post-graduate studies in Marketing from *Universidade Católica*. Prior to joining YDreams, Isabel was the Marketing Director for Auchan Group as well as a member of its committee board, and brings with her extensive expertise acquired working for, aside from the Auchan Group, companies such as Lusomundo Audiovisuais, Pinault-Printemps-Redoute Group and EXPO'98.

YDreams appointed Isabel Capacho as YDreams Marketing and Sales Director with the aim of strengthening the company brand, and fostering sales in Portugal and the rest of Europe.

António Câmara, YDreams CEO, commented: "We are delighted to welcome Isabel to our team and are confident that she will prove a valuable addition to our management force. We believe that her extensive knowledge and experience will help to further strengthen our brand in Portugal and beyond."

Isabel Capacho added: "I am looking forward to joining YDreams and working with the team. This is a great opportunity to work with an exciting made-in-Portugal, technology-based brand, as well as being on the opposite side of the negotiating table, as previously experienced."

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