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**For Immediate Release**

*The Hospitality Women's Innovation Council Joins the Women in Hospitality Leadership Alliance to Further Expand Opportunities for Women and Collaboration Across the Hotel Industry*

*The fastest-growing working group for women leaders in hospitality joins forces with the largest consortium of womens' organizations in the hotel industry*

**Richardson, Texas, April 10, 2025** – The [Hospitality Women's Innovation Council](#), the fastest growing women's leadership group in the industry, has joined the [Women in Hospitality Leadership Alliance](#) to advance the cause of women and underserved communities across the industry, while collecting women's input to enhance innovation.

The Women in Hospitality Leadership Alliance was founded in 2021 as a consortium of organizations networking in concert to maximize their efforts at advancing women in hospitality. The Women's Innovation Council (WIC) has become the thirty-fourth member of the Alliance, and will benefit from the amplified messaging, programs and initiatives available and offered by all participating organizations.

Sponsored by industry technology innovator Visual Matrix, WIC was formed in 2023 to help hotels identify and overcome stubborn challenges, particularly the need to improve collaboration across tech disciplines and between technology providers, hotel owners and managers, and to advance the cause of women and underserved communities across the industry. The group includes executives from hotel companies, technology developers, AHLA's ForWard women's initiative members, and more.

"The Women in Hospitality Leadership Alliance is the flagship organization promoting women across the hotel industry, and the Women's Innovation Council is thrilled to join their ranks as the latest group helping to build bridges across the hospitality tech landscape," said Georgine Muntz, CEO of Visual Matrix. "Through collaboration and ongoing contact, the Women's Innovation Council has helped create a groundswell of support for women's growth and development across hospitality tech, and alongside the Women in Hospitality Leadership Alliance, we plan to continue escalating the conversation until our industry is as innovative and efficient as we all know it can be."

"We've been participating in the rapid development of the Women's Innovation Council and are excited to be formally welcoming them to the Alliance and help amplify their efforts and foster collaboration among all of the organizations," said Rachel Humphrey, Founder and Chair of the Women in Hospitality Leadership Alliance. "Together we are stronger, and the entire hotel industry benefits."

To learn more about The Women's Innovation Council, visit [www.womensinnovationcouncil.com](http://www.womensinnovationcouncil.com). For more information about the Women in Hospitality Leadership Alliance, visit [whlalliance.org](http://whlalliance.org).

### **About Visual Matrix**

More than 3,000 properties in 30+ countries worldwide choose the Visual Matrix hospitality operating platform to optimize hotel operations and serve guests from reservation to return stay. Our system includes a game-changing PMS supported by powerful features and key integrations that are easy to use, including revenue management with automated rate tiering, a fully integrated channel manager, and a mobile app for tracking performance on the go. The Visual Matrix MOP housekeeping and maintenance tool automates routine tasks and streamlines communication to keep the front desk, housekeeping, and maintenance staff focused on guests. It also includes a built-in panic button as an Emergency Safety Device (ESD) to help keep hotel staff from harm. For more information, visit [visualmatrix.com](http://visualmatrix.com).

### **About The Women in Hospitality Industry Leadership Alliance**

The Women in Hospitality Industry Leadership Alliance is a consortium of 34 organizations advancing women in hospitality. For more information about the Alliance or to request access to or be included in the Alliance's industry-first Speaker Directory, launched in 2024 to elevate the visibility and representation of women across all industry stages and media, visit [whlalliance.org](http://whlalliance.org) or contact [whlalliance@gmail.com](mailto:whlalliance@gmail.com).