Rich Tuckwell-Skuda Named A 2024 HSMAI 'Top 25' Extraordinary Minds

Top 25 will be honored at a special reception in New York next February.

LAS VEGAS NEVADA, December 19, 2024 - The Hospitality Sales & Marketing Association International (HSMAI) has selected **Rich Tuckwell - Skuda, CEO & Founder at The Anything Group,** as one of its **"Top 25 Extraordinary Minds" for 2024.** This is the 22nd year HSMAI has compiled the list, annually recognizing exemplary achievement and leadership in hospitality sales, marketing, revenue optimization, and distribution.



Rich is known for his leading entrepreneurial spirit and remarkable track record spanning the travel, hospitality, and tech sectors. He has successfully launched numerous brands for TAG's clients and companies as a visionary thought leader. Under Rich´s leadership, TAG has emerged as the preferred agency for three major software providers and one of the world's largest hotel groups, transforming TAG into one of the highest-performing agencies in North America and the Caribbean within 3 years of launch. As CEO of TAG, he leads a team responsible for managing tech solutions and digital marketing for more than 300 clients worldwide, achieving impressive increases in profitability, revenue, operational best practices,

and marketing ROAS, whilst decreasing operational expenditure, negative reviews, and marketing costs.

The 2024 “Top 25” honorees were judged by a panel of senior industry executives for their recent work based on the following criteria: creativity and innovation, cutting-edge sales or marketing campaigns, triumph in challenging situations, and/or efforts that resulted in dramatic gains.

“I am hugely honored to be recognized by HSMAI and the industry once again and this time in the TEM 2024 awards. To receive this honor for the 2nd time in my career motivates me to continue pushing the boundaries of technology, marketing, and revenue generation in our industry. I love what I do, I adore the industry I do it in, and the teams and clients we do it with and for. Honestly, every single day I wake up with a smile and look forward to continuing to bridge the gaps and challenges our industry asks our leaders and teams to face”, said Rich Tuckwell- Skuda.

The “Top 25” will be honored in person at a reception at the New York Marriott Marquis on February 18, 2025. The reception is being held in conjunction with the **HSMAI Adrian Awards** Celebration, which recognizes the winners of the largest and most prestigious competition in global travel marketing.

In addition to the “Top 25” reception, Rich Tuckwell-Skuda will be featured in an HSMAI special report, receive a personalized award, and henceforward be recognized as a “Top 25 Mind in Hospitality Sales, Marketing, Revenue Optimization, and Distribution.”

| About HSMAI

The Hospitality Sales & Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry’s leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Commercial Strategy Conference, Sales Leader Forum, and Adrian Awards. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at hsmai.org.

| About TAG

The Anything Group (TAG) is a full-service performance, marketing, branding, technology, website development, and reputation agency, with a full in-house production and filming studio. TAG performs Emotive Engagement and Connection Marketing services across the hospitality, luxury brands and products, fashion, retail, and streamed media worlds.

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