

COMMERCE

Inspirato cofounder steps down, former Expedia president appointed CEO

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Mr. Grosse comes into the role with a wealth of experience in the travel industry. Image credit: Inspirato Real Estate

By LUXURY DAILY NEWS SERVICE

Luxury travel subscription service **Inspirato** is welcoming a new chief executive as cofounder Brent Handler transitions away from the C-suite.

Effective Sept. 25, 2023, Eric Grosse will take over as CEO of the company. The experienced executive, himself cofounder and former president of discount travel site Hotwire, comes in as Inspirato looks to bolster growth and profitability.

"Inspirato was founded with the ambitious mission of creating lasting memories for discerning travelers by delivering exceptional value, service and certainty," said Mr. Handler, in a statement.

"I'm incredibly proud of all we've accomplished and the meaningful impact we've made on the lives of our valued members," he said. "As Inspirato's largest shareholder and member of its board of directors, I'm extremely excited Eric has accepted the opportunity to become the next CEO.

"I have the utmost confidence in Eric, the board and the rest of the management team to guide Inspirato into its next phase, while remaining committed to its founding principles."

New direction

Mr. Grosse brings an extensive professional background in the travel industry to the role at Inspirato.

In 2000, the entrepreneur cofounded discount travel site Hotwire, ushering the company through the early 2000s as president for nearly a decade before moving on to full-service online travel brand Expedia Worldwide in 2008. There, he also served as president.

The new appointee has held a variety of positions across the technology sector, leading several companies including same-day service platform TaskRabbit and, most recently, Suki, a voice-enabled digital assistant for physicians, since 2010.



Getting back to profitability and overall growth is the purpose behind the executive change. Image credit: Suki

Mr. Grosse initially onboarded as a member of the board of directors at Inspirato in 2021.

"I'm extremely excited for this opportunity and look forward to working closely with the Inspirato team, our shareholders and strategic partners," said Mr. Grosse, in a statement.

"For more than 13 years, Brent has led the way in establishing a premier luxury travel brand centered on a unique and compelling business model," he said. "I'm confident in our ability to not only return to a period of profitable growth, but to do so while maintaining and enhancing our luxury brand and value proposition to both our members and shareholders.

"Finally, I'd like to thank the Board for their confidence in me and thoughtful approach to this transition."

Inspirato appointed a new CFO in March 2023 ([see story](#)).

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