BUSINESS TRAVEL SHOW AMERICA 2026

INNOVATION FACEOFF

SPONSORED BY

MESH



HOLLY BROSAM

Vice-President Product Management, Travel, Emburse

emburse

PRESENTED BY

BTNGROUP BY NORTHSTAR

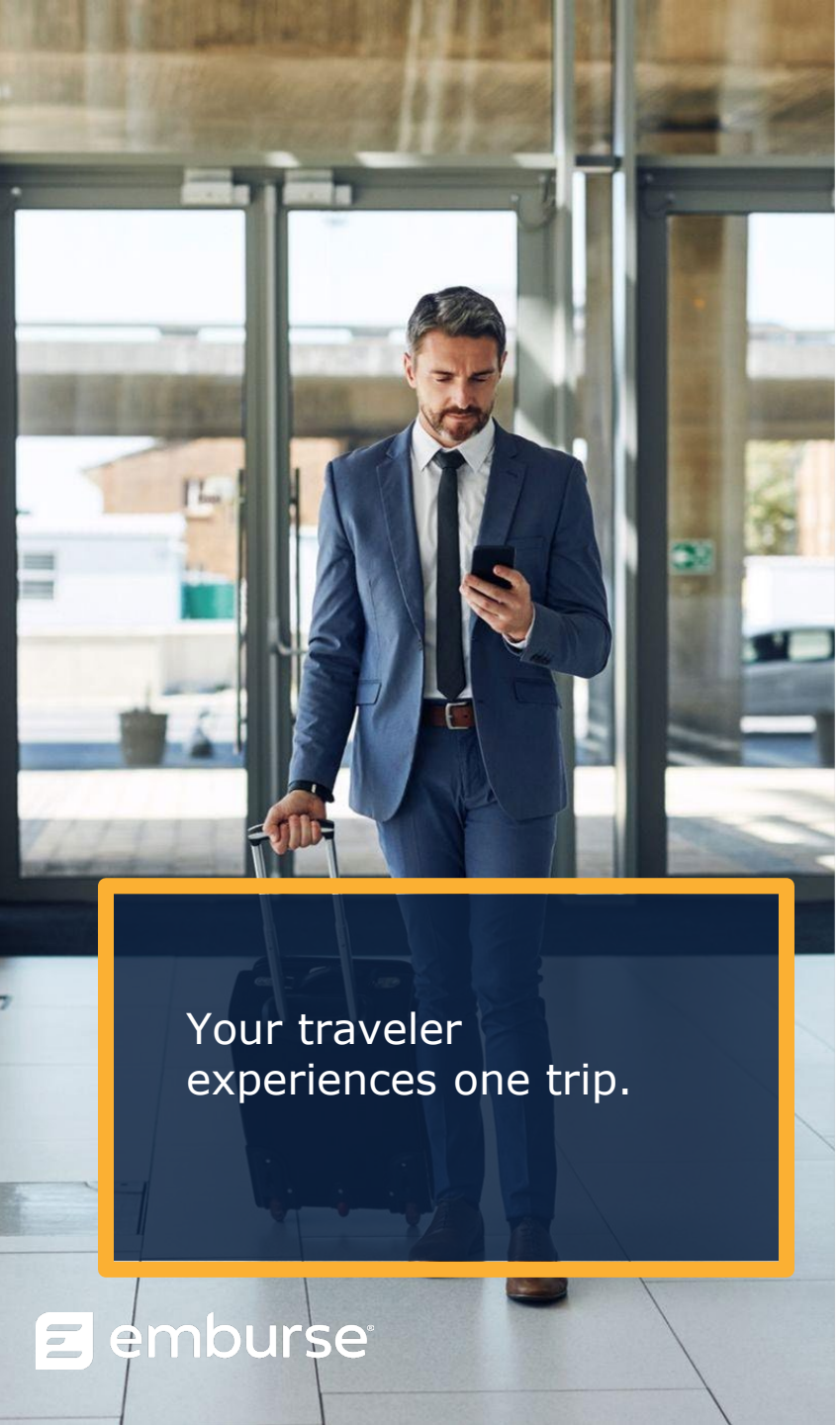


TRAVEL IN MOTION

One Trip. Three Perspectives. One Shared Context.

Holly Brosam, Vice President, Product Management
October 2026

Corporate Travel Breaks at the Handoffs



Your traveler experiences one trip.

✅	Trip purpose	❌
✅	Policy	❌
✅	Booking	❌
✅	Servicing	❌
✅	Approvals	❌
✅	Changes & disruptions	❌
✅	Spend	❌
✅	Program health	❌



Your company experiences disconnected decisions.

emburse

The Intelligence Layer Around Every Journey

Traveler guidance

Travel manager intervention

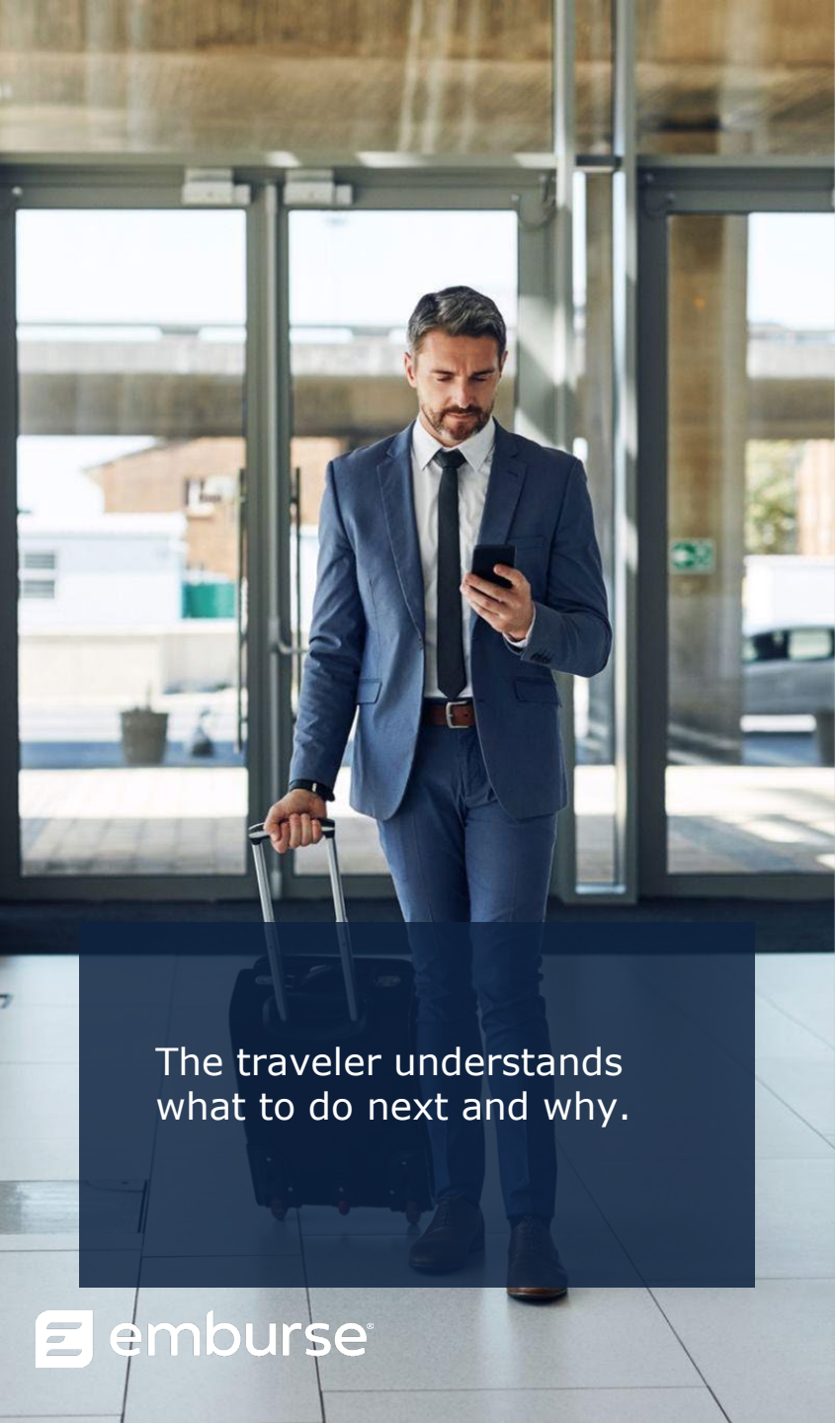
Finance visibility

Travel In Motion carries **context** across the journey and **adapts the experience by persona**.

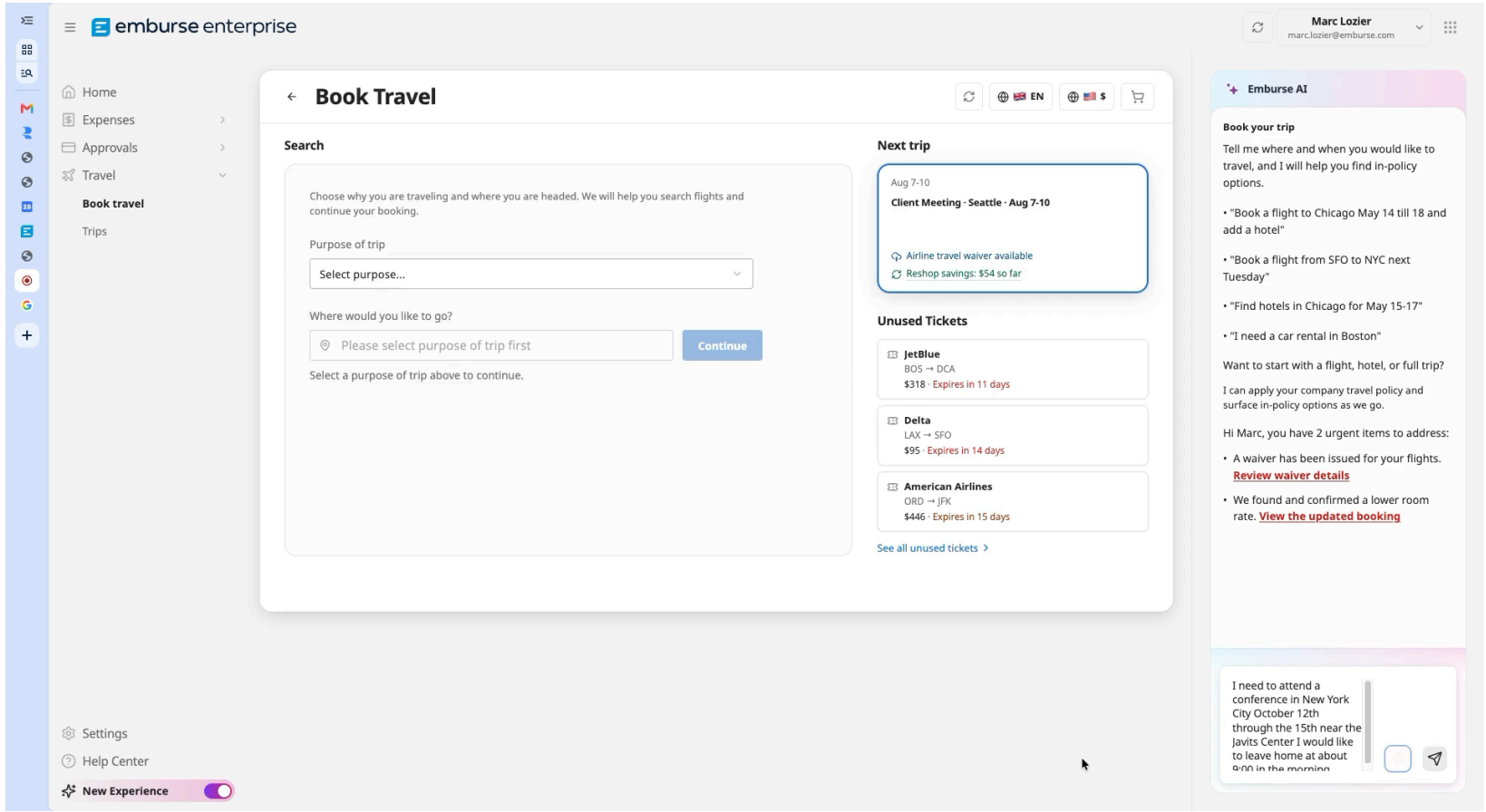


emburse

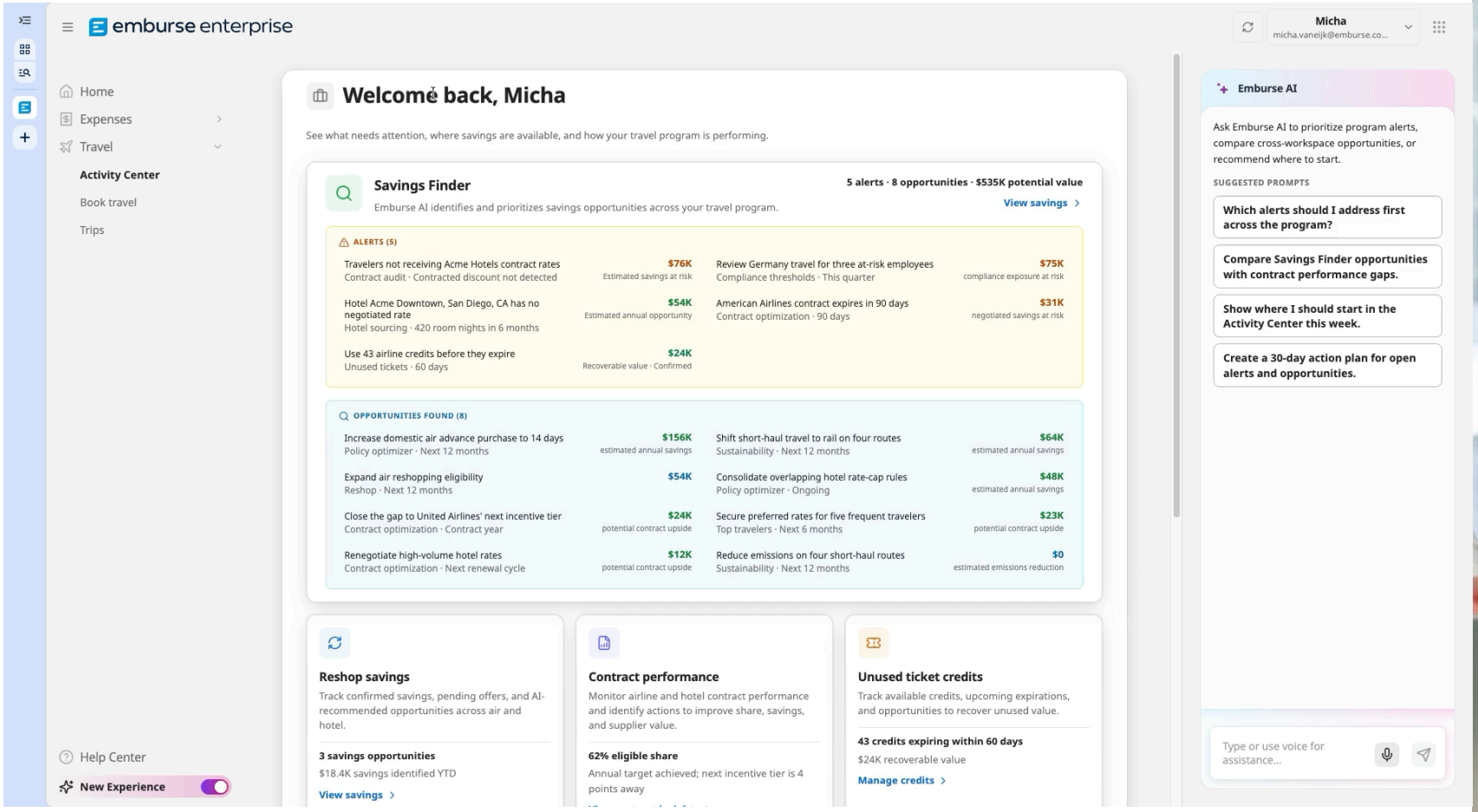
© 2026 Emburse, Inc. All rights reserved.



For the Traveler: Clear guidance at the point of choice



For the Travel Manager: Fragmented Data to Prioritized Action





The travel manager sees which trips need attention, why they need attention, and what action should happen next.

emburse

© 2026 Emburse, Inc. All rights reserved.

For Finance: Spend connected to business purpose

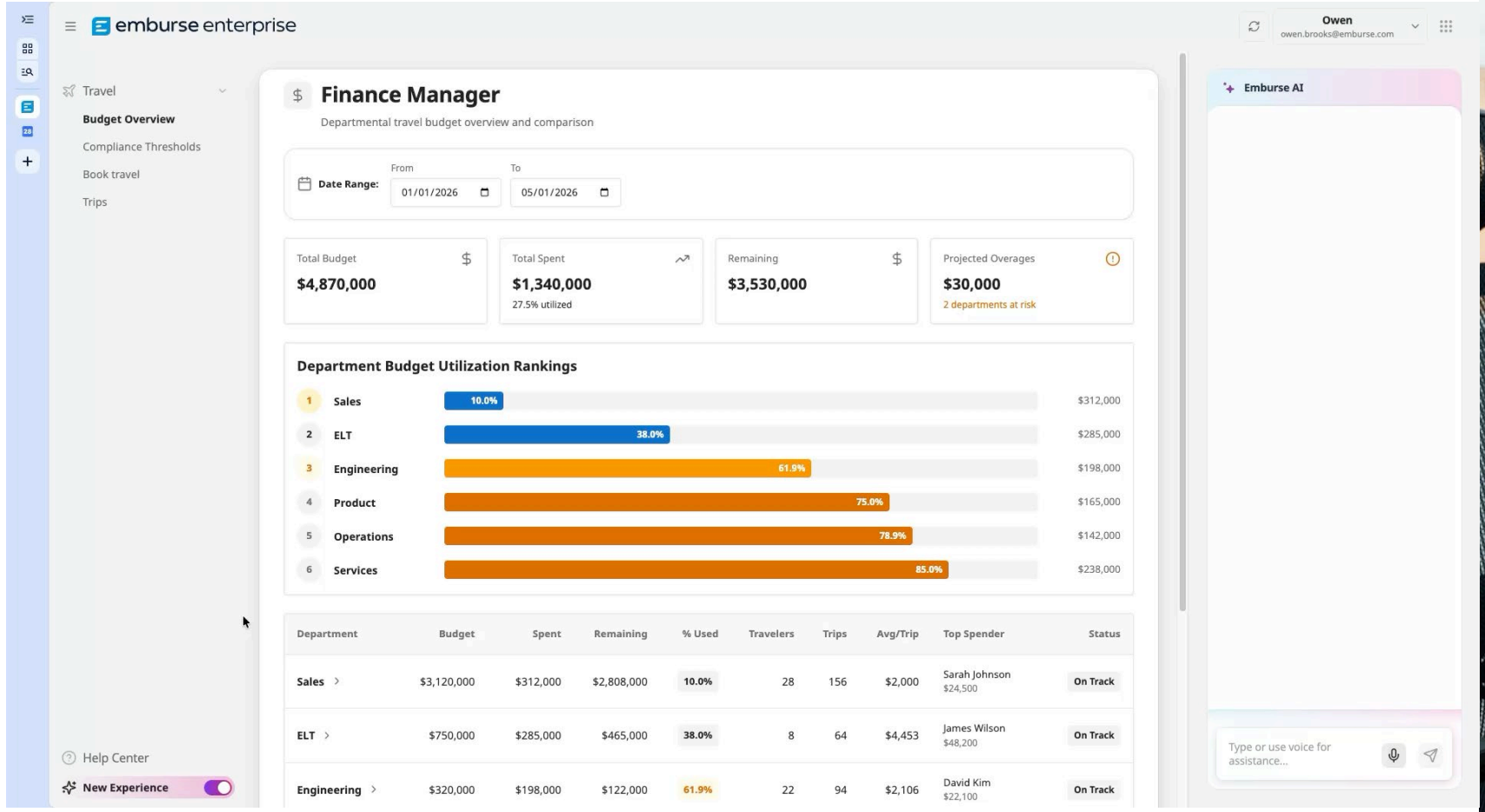


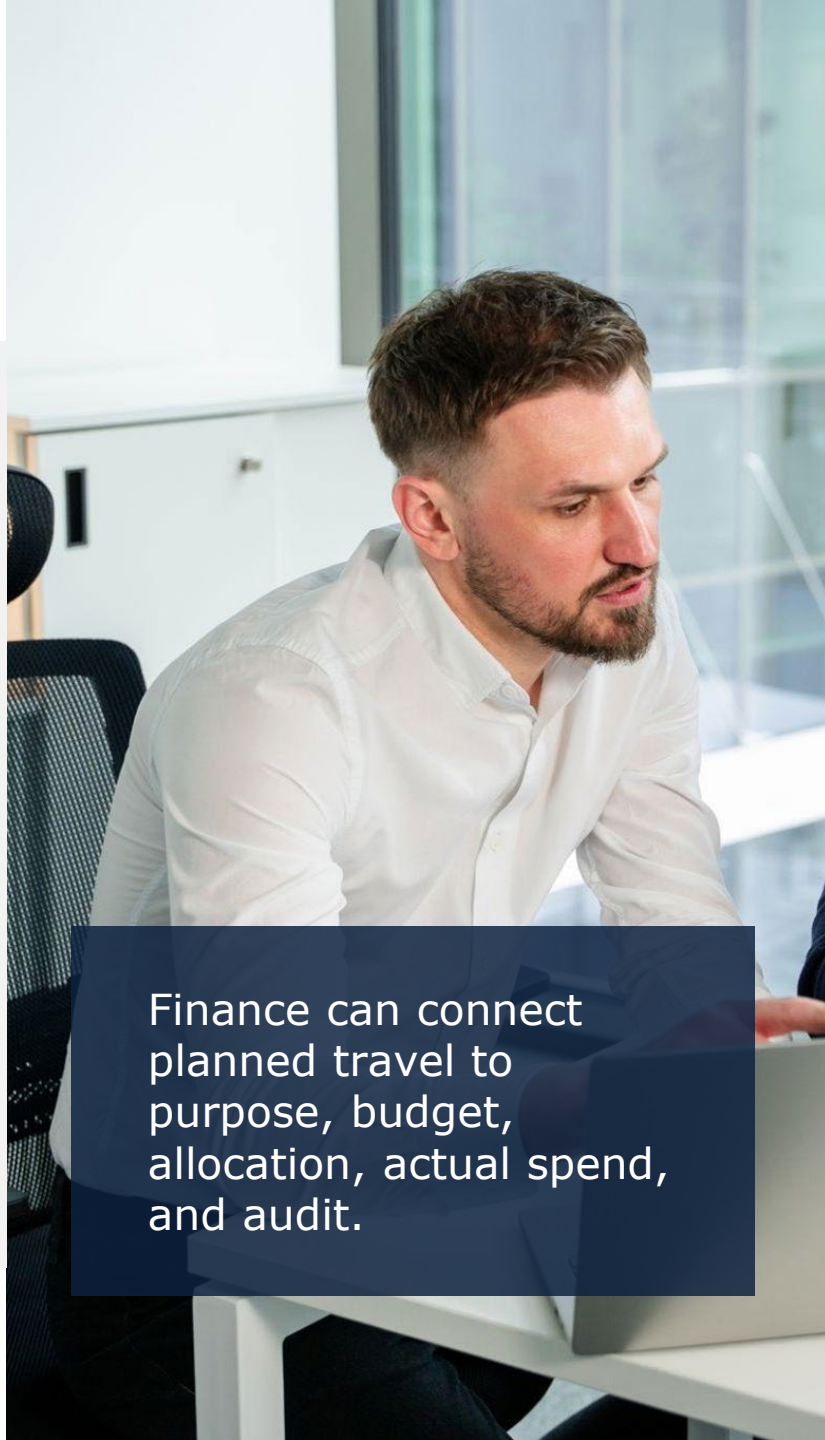
Finance can connect planned travel to purpose, budget, allocation, actual spend, and audit.

emburse

© 2026 Emburse, Inc. All rights reserved.

For Finance: Spend connected to business purpose





Finance can connect planned travel to purpose, budget, allocation, actual spend, and audit.

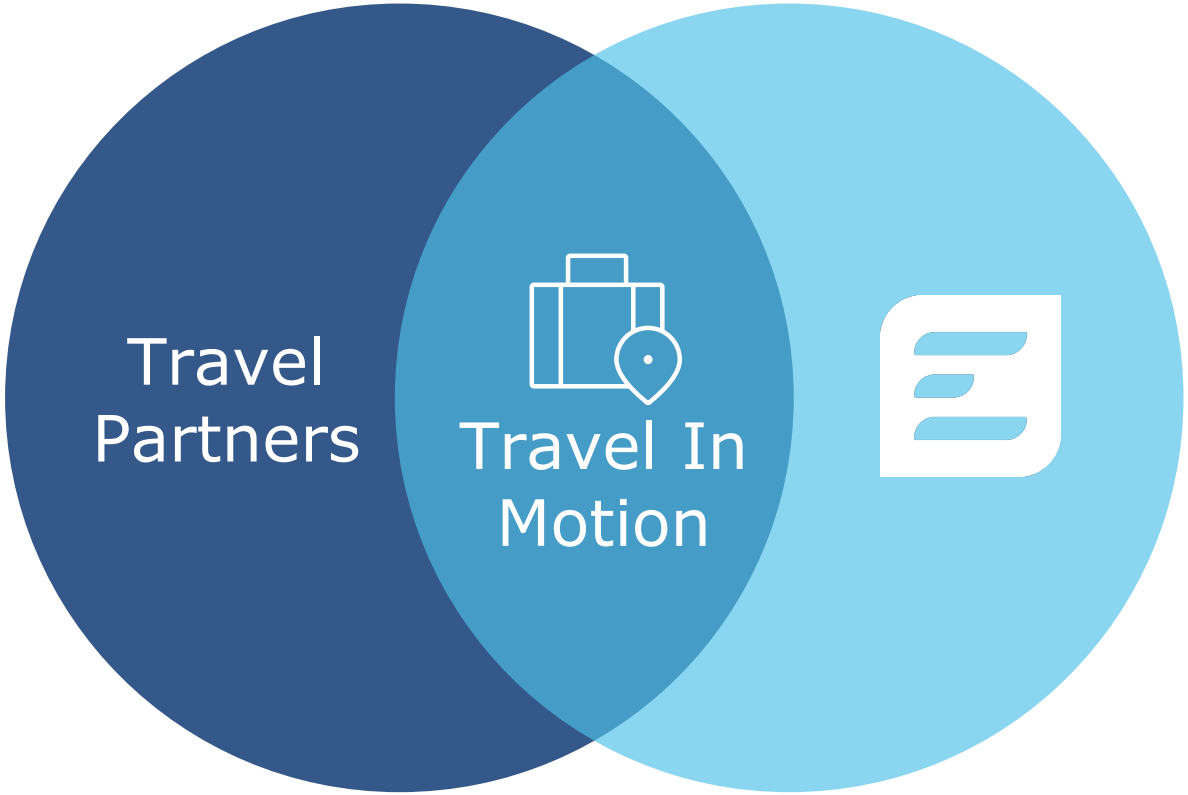
emburse

© 2026 Emburse, Inc. All rights reserved.

Partner-led booking.
Emburse-owned context, governance, and outcomes.

Partner ecosystem

- Inventory
- Content
- Booking
- Fulfillment



Travel In Motion

- Trip context
- Persona-based decisioning
- Policy guidance
- Approvals & exceptions
- Optimization
- Auditability

emburse

© 2026 Emburse, Inc. All rights reserved.