



Press Release – February 25, 2015

HOMEEEXCHANGE.COM NAMES JIM PICKELL AS PRESIDENT

Announcement comes as the world's leading home exchange community posts record growth in Q1 of 2015



Jim Pickell, President of HomeExchange.com

(Photo Credit: HomeExchange.com)

Today HomeExchange.com announced the promotion of Jim Pickell to the post of President. Formerly the Chief Operating Officer, in his new role he will define and implement the company's strategy and pursue an aggressive expansion plan for the world's leading home exchange community.

The announcement comes on the heels of a banner start to the year for the website, with membership growing by over 10% in just the first two months of 2015. Under the direction of Jim Pickell, HomeExchange.com plans to unveil a series of member-gearred announcements and innovations to the home exchange platform. Pickell will report to Ed Kushins, Founder and Chief Operating Officer of HomeExchange.com, who will continue his active participation in strategic and marketing planning.

"Jim has proven experience in scaling online service businesses, bringing new technologies to market, and finding forward-thinking ways to approach traditional business models," said Kushins. "Jim's passion for home exchange and our company, his work ethic and the fact he embraces every aspect of our culture are qualities that ensure he will succeed in his new role. Jim will continue to lead us in a member-centric approach, by meeting our members' needs, personalizing the experience, and growing our base."

"HomeExchange.com redefines the way people can experience travel and I'm elated to be able to both represent and define a service I truly believe in," says Pickell. "I'm confident we're up to the challenge."

Since joining the company in 2012, Pickell has played a crucial role in the company's growth and direction. He led the acquisition of online home exchange services Aha! Go, Only In America, and Global Home Exchange. He created the company's product roadmap, and restructured core functions of the organization, including its world-class global support as well as the technology and development teams. Pickell was also instrumental in finalizing the recently announced partnership with [TripAdvisor](#) as well as the website's newest member-driven feature, [Collections](#). Prior to joining HomeExchange.com, Pickell was the Senior Vice President of Sony Connect before founding OpenEnglish.com, the leading online language school in Latin America.

For more information please visit [HomeExchange.com](#) and follow the global community on [Facebook](#), [Instagram](#), and [Twitter](#).

About HomeExchange.com

Founded in 1992 by Ed Kushins, [HomeExchange.com](#) was a pioneer, early adopter, and promoter of the sharing economy and collaborative consumption movements. Building upon a foundation of trust and enthusiasm, HomeExchange.com has evolved into the largest and fastest growing online home exchange community in the world. This year, its 60,000+ members will make over 130,000 home swaps across more than 150 countries. By eliminating the cost of traditional accommodations, members can save thousands of dollars on each vacation. The global community makes it easy to plan and enjoy a home exchange vacation in almost any country, city, or area of interest, and offer travelers a memorable and authentic 'live like a local' experience. The site is now available in 15 languages and offers worldwide Global Support by phone, email and in person. In 2014 HomeExchange.com was named one of the fastest growing private companies in America on the INC 500/5000 list for the fourth consecutive year.

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