



PRESS RELEASE

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Connect&GO appoints a former Accesso and ProSlide executive to its leadership team

October 19, 2021 - Montreal, Quebec – Connect&GO, a global leader in e-commerce, point of sale, ticketing, access control and payment solutions for attractions, is pleased to announce the arrival of Tara Morandi as Senior Vice President, Sales and Marketing. With over 15 years of experience in the attractions industry, Tara Morandi will be responsible for driving Connect&GO’s market development strategy in North America and Europe.

Prior to joining Connect&GO, Tara Morandi was the Vice President of Marketing at Accesso, a world leader in the development of technology solutions for the attractions industry for 9 years. Before that she served as the Director of Marketing at ProSlide, a world leader in water slide and water park design. Most recently, she served as Vice President of Marketing at Plus Delta Partner, a California-based player that helps non-profit organizations improve their fundraising.



TARA MORANDI

Incoming SVP Sales & Marketing

“I’m thrilled to be joining the team at Connect&GO and be back in an industry that I’m passionate about. There is so much potential to help our clients simplify their operations with flexible technology solutions, and I’m excited to lead that growth,” confirms Tara.



FP MOFFET
COO

“Her addition to our management team demonstrates Connect&GO’s dedication and ambition to become a global leader and disrupt the conventional thinking with innovative technology solutions focused on generating revenue for our clients. Tara demonstrates unparalleled passion, leadership and industry knowledge that will enable us to accelerate our growth,” said François-Pierre Moffet, Chief Operating Officer of Connect&GO.

“Her deep knowledge of the industry from both a supplier and customer perspective, along with her proven leadership skills and entrepreneurial spirit will allow Connect&GO to accelerate its growth and increase its international presence,” concludes Dominic Gagnon, President of Connect&GO.



DOMINIC GAGNON
Co-founder & CEO,
Connect&GO

About Connect&GO

Connect&GO is a global leader in Guest Experience Engineering packaging the simplest wearable RFID technology with the smartest modular operations management system for the leisure, attractions, sports and entertainment industries. Flexible software modules for Ticketing, Access Control, Point of Sale, Cashless Payments, Gamification, Experiential Activations and Activities Management create a seamless end-to-end guest experience that generates secondary revenues, increases spend-per-head and maximizes guest engagement. Connect&GO has served major amusement and water parks, ski hills and resorts, brands and agencies, festivals and sporting events around the world to integrate easy-to-use wearable technology into the incredible experiences they offer making it simple for guests to ENTER, PAY and PLAY!

For more information on Connect&GO, visit
www.connectngo.com



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