

## RVshare names Morgan Larkin Chief Operating Officer as Rapid Growth for the Company Continues



**AUSTIN, Texas, and AKRON, Ohio, November 15, 2021** - [RVshare](#), the world's first and largest RV rental marketplace, is pleased to announce that Morgan Larkin has been named Chief Operating Officer (COO). She most recently served as Vice President of Business Operations, where she played a significant role in scaling RVshare while maintaining a lean operation.

"Since Morgan joined the company in 2018, she has been instrumental in scaling RVshare's business in a hyper-growth period," said RVshare's CEO Jon Gray. "I am proud of her accomplishments to date, and I am honored to have her join me at the C-Level of RVshare."

Larkin has driven outstanding results at RVshare, executing a strategy that has led the business to exponential growth during her tenure. She has spearheaded initiatives that have dramatically improved the experience for RVshare customers, including expanding customer support hours to 24/7, launching a concierge booking team, and launching processes that have driven meaningful improvements in customer satisfaction. As COO, Larkin will continue to oversee business strategy and operations, in addition to managing the company's Customer Success, Customer Experience, Data Analytics, and Business Operations teams.

"Working to build businesses that change travel for the better has been my focus throughout my career, so RVshare and our ambitions are a perfect fit for me. I'm thrilled with the recognition of my accomplishments to date, and excited to better serve our customers and grow our business going forward," said Larkin.

Larkin has been operating marketplaces for over 15 years, coming from vacation rental giant HomeAway, an Expedia-owned brand, where she worked for more than 10 years. Prior to joining RVshare, she held the position of Director of Strategy and Operations within Expedia's Vrbo division. She also previously served as HomeAway's Director of North American Operations and managed the BedandBreakfast.com business. Larkin's expertise is in leading marketplace business at scale and cross-functionally, particularly in sales, revenue generation and marketing. She also served on the board of leading Canadian vacation rental platform, CanadaStays.



## **About RVshare**

[RVshare](#) is the first and largest peer-to-peer RV rental marketplace. With more than 100,000 vehicles available, RVshare's diverse inventory ranges from affordable travel trailers to luxury motorhomes and can accommodate any outdoor adventure, whether it's a weekend of camping or a cross-country tour of national parks. Through RVshare, families and groups can experience a one-of-a-kind trip and create memories that will last a lifetime. In addition to offering a unique travel experience, RVshare provides RV owners in North America the opportunity to turn their RV into a second income. For more information, visit [rvshare.com](http://rvshare.com), and follow us on [Facebook](#) and [Instagram](#) @rvshare.