

PRESS RELEASE

**ROBERT GAYMER-JONES JOINS SOFITEL LUXURY HOTELS AS CHIEF OPERATING OFFICER, AND ANNOUNCES THE NEW GLOBAL MANAGEMENT TEAM TO LEAD THE LUXURY BRAND**



**SOFITEL BECOMES A SEPARATE BUSINESS UNIT WITHIN THE ACCOR GROUP**

**Sofitel Wanda Beijing, 19 novembre 2007.** Robert Gaymer-Jones joins Sofitel Luxury Hotels as Chief Operating Officer. He will be in charge of implementing the ambitious international plan to reposition Sofitel as a new global reference in international luxury hotels. He will also carry out the launch of the two sister brands, Sofitel Legend and So by Sofitel. In order to stimulate change and better meet the challenges of the future, Sofitel will become a separate and dedicated business within the Accor Group. To this end, Sofitel has assembled a multi-national executive team with global experience in both the luxury and the hotel industry.

"A seasoned hotelier with over thirty years experience in the international hotel industry, Robert Gaymer-Jones will bring an unique depth of experience to this new position, having previously served in top jobs for Marriott International Hotels & Resorts. In line with our worldwide strategy to reposition the brand, Robert will contribute enormously to growing Sofitel into a vibrant business, improving the brand's operating and financial performance and significantly ameliorating value creation," commented Yann Caillère, CEO Sofitel, Member of Accor Executive Committee.

Robert Gaymer-Jones, new COO for Sofitel comments: "I am very pleased to join the leadership team of Sofitel and especially at such an exciting time in the history of the brand. The formation of this global business, managed by a team that has extensive experience, expertise and a proven track record of leadership in both the hotel and luxury industry, will enable us to put into motion the great ambitions we have for Sofitel and to capitalize on the many opportunities that lie ahead.

"With this team, there is no learning curve and no hesitation. We will work closely together to take the brand from strength to strength to a promising future, and are committed to driving the change throughout the organisation," added Gaymer-Jones.

The other executives appointed in this new management team include five regional heads and a central support team of experts:



#### **SOFITEL WORLDWIDE OPERATIONS TEAM:**

David O'Shaughnessy, Senior Vice President Sofitel Northern and Southern America  
Ralph Radtke, Senior Vice President Sofitel Northern Europe  
Dominique Colliat, Senior Vice President Sofitel Southern Europe and the West Indies  
Thomas Van Vliet, Senior Vice President Sofitel Asia / Pacific  
Jacques Morand, Senior Vice President Africa and Middle East

#### **SOFITEL WORLDWIDE SUPPORT TEAM:**

Olivier Arnoux, Senior Vice President Quality Sofitel Worldwide  
Laura Borgey, Vice President Legal Sofitel Worldwide  
Marc Brechignac, Senior Vice President Development Sofitel Worldwide  
James Glover, Senior Vice President Food and Beverage Sofitel Worldwide  
Donald Kelly, Senior Vice President Sales and Distribution Sofitel Worldwide  
Pascal Klein, Senior Vice President Marketing Sofitel Worldwide  
Philippe Van der Borgh, Senior Vice President Finance Sofitel Worldwide  
Dale Wielgus, Senior Vice President Human Resources Sofitel Worldwide  
Arnaud Viotte, Senior Vice President Construction Sofitel Worldwide

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#### **SOFITEL: RE-INVENTING FRENCH ELEGANCE IN LUXURY HOTELS**

Sofitel creates unique luxury hotels in the world's most attractive destinations, by the artful blending of its French origins with the very best of local cultures. Sofitel forges a privileged bond between its staff of devoted service professionals and its cosmopolitan guests who expect and appreciate beauty, quality and excellence. Sofitel offers the best of French elegance, from food and wine rituals to bedding, design and personal care products. Hotels where life can be savoured, shared with others, lived in harmony with oneself; transforming every stay into a unique and unforgettable experience.

The Sofitel brand portfolio will offer clear and attractive options adapted to today's more demanding and more versatile consumers.

Sofitel Legend: a collection of legendary luxury properties, defining a renewed way of living heritage and palace hotels for inner luxury driven travellers.

Sofitel: world class hotels, with French elegance, blending relationships and pleasures for today's discerning travellers in the upper-upscale segment.

So by Sofitel: a new kind of boutique hotel, with style and soul, reconciling design and pleasure for trend conscious consumers.

Discover Sofitel's new website [www.sofitel.com](http://www.sofitel.com) with new reservation features.



**SOFITEL PRESS CONTACT  
AGENCE KETCHUM**

CÉLINE PRENEZ - TEL +33 1 5332 5530 –  
CELINE.PRENEZ@KETCHUM.FR

JESSICA. HENON - TEL + 33 1 5332 5339 –  
JESSICA.HENON@KETCHUM.FR

INFORMATIONS ET RÉSERVATIONS : **[WWW.SOFITEL.COM](http://WWW.SOFITEL.COM)**

