

Rezidor appoints Chema Basterrechea as its Chief Operating Officer

Juli 13, 2017



The Rezidor Hotel Group is pleased to announce the appointment of Chema Basterrechea as Executive Vice President & Chief Operating Officer (COO).

Chema Basterrechea has been Chief Operating Officer at NH Hotel Group, prior to his appointment with Rezidor. Chema has worked for NHHG for more than 23 years, as Chief Operating Officer, Managing Director of different Business Units, Senior Vice President Food & Beverage, Director of Integration, Merger Integration Officer and General Manager. As an expert in operational excellence especially during mergers and acquisitions, Chema spearheaded a complete integration of all the different acquisitions: Benelux largest hotel chain, Golden Tulip Hotels, as well as Germany's Astron Hotels and the Italian Hotel Chains - Jolly Hotels and Framon into NH Hotel Group.

As Rezidor's COO, Chema will be responsible for all operational matters including brand standards implementation, operating procedures, review of operating models and organizational efficiency to improve the company's profitability and brand awareness. He will also identify new market segments and help expand the existing customer base of Rezidor and Carlson Rezidor Hotel Group.

Rezidor's five Senior Area Vice Presidents across Europe, the Middle East and Africa; leaders of Franchise Services, Safety & Security and Food & Drink will report to Chema Basterrechea.

Federico González-Tejera, the new President & CEO of The Rezidor Hotel Group, said: "I am proud to welcome another highly experienced international profile to Rezidor's Executive Committee. Chema Basterrechea is a highly innovative, dynamic and results-driven leader with a strong track record of performance in turnaround and high-paced organizations. He is known to utilize keen analysis and insights, and a team approach to drive organizational improvements and implementation of best practices. Together with the company's business leadership team, I am looking forward to taking the best of Chema's vast experience in European hospitality and dynamic leadership to further build on Rezidor's iconic heritage."

"I am honored to join one of the world's most ethical hotel companies as its COO," said Chema Basterrechea. "With the support of our President & CEO, and the Global Steering Committee, I am looking forward to bringing further organizational advantages to the group's EMEA portfolio, identifying portfolio, people and profitability development opportunities in new markets, and building synergies with our global operations team."

48 years old, Chema is a Business Administration and International Finance graduate of London Business School, IESE Business School, University of Wisconsin and University of Oviedo. He is fluent in English, Spanish and Italian. Chema loves to ski, practices mountain biking, running and riding motorbikes in his spare time.

Chema will be based at Rezidor's Brussels Corporate Office.

For further media information, please contact:

Renu Hanegreefs-Snehi, Vice President, Corporate Communications, PR & Reputation Management
renu.snehi@carlsonrezidor.com

Lucie Cardona, Director Media Relations & Reputation Management
lucie.cardona@carlsonrezidor.com

About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the most dynamic hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of 484 hotels with over 105,000 rooms in operation or under development in 82 countries.

Rezidor operates the core brands Radisson Blu® and Park Inn® by Radisson in Europe, the Middle East and Africa (EMEA), along with the Club CarlsonSM loyalty program for frequent hotel guests. In early 2014 and together with Carlson, Rezidor launched the new brands Radisson RED (lifestyle select) and Quorvus Collection (luxury). In 2016, Rezidor acquired 49% of prizeotel. Rezidor has an industry-leading Responsible Business Program and was named one of the World's Most Ethical Companies by the US think-tank Ethisphere.

In November 2006, Rezidor was listed on the Nasdaq Stockholm, Sweden. HNA Tourism Group Co., Ltd., a division of HNA Group Co., Ltd.-a Fortune Global 500 company with operations across aviation, tourism, hospitality, finance and online services among other sectors-became the majority shareholder in December 2016.

The Rezidor Hotel Group and its brands employ 43,700 people in EMEA and is headquartered in Brussels, Belgium.

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