

WHARF HOTELS

NICCOLO
HOTELS

MARCO POLO
HOTELS

For Immediate Release

Sandy Russell, Global Innovative Hotelier, Joins Wharf Hotels

Vice President, Sales & Marketing

29 June 2018 (Hong Kong) – Wharf Hotels has announced the appointment of Ms Sandy Russell as Vice President, Sales & Marketing to lead the group’s corporate sales and marketing. Overseeing the hospitality management company’s robust division, Sandy will spearhead revenue optimisation and distribution initiatives alongside global sales and marketing to strategically build the group’s sales and marketing efforts internationally.



Holding over two-decades of industry knowledge, prior to joining Wharf Hotels, Sandy held the position of Vice President Commercial Operations Asia Pacific at Carlson Rezidor Hotel Group, based in Singapore, driving commercial strategies across the region for 116 hotels under 6 brands. Throughout her career, Sandy has achieved a plethora of awards, including the President’s Most Valuable Player of the Year, Innovation and Top National Sales Achievement awards, presented by Carlson Rezidor.

“We welcome Sandy as the newest addition to our Executive Committee at Wharf Hotels, a professional hotel marketer who is passionate in defining and achieving ambitious business goals. With a quest to drive innovation, we are confident that Sandy will lead our Sales and Marketing team to establish even stronger profitable benchmarks for Niccolo and Marco Polo Hotels. Sandy is a perfect fit for our group’s Red Ring Leadership philosophy, which focuses on leading people, driving exceptional results and building strong relationships – an important combination in today’s fast-moving competitive environment. We are delighted to have Sandy lead our team and look forward to the next phase in our growth and development with her global marketing expertise,” said Dr Jennifer Cronin, President, Wharf Hotels.

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At leisure, Sandy is an active philanthropist including serving on the board of The Canadian National Institute for the Blind. She is also a founding member of “Be The Change” foundation, which provides funding to rescue and rehabilitate children sold into slavery in Cambodia.

About Wharf Hotels

The Spirit of Discovery

Emanating the spirit of discovery, Wharf Hotels, a wholly owned subsidiary of The Wharf (Holdings) Ltd, is based in Hong Kong and currently operates 16 owned or managed hotels under Niccolo or Marco Polo Hotels in Hong Kong, China and the Philippines. Niccolo Hotels was added to the group's portfolio in 2015 as the new luxury collection, positioning the brand as contemporary urban chic. The Murray, Hong Kong, a Niccolo Hotel, opened in January 2018 as the brand's flagship hotel, with 2 new Niccolo hotels currently under development in China following successful openings in Chengdu and Chongqing. Marco Polo's deluxe hotels in established locations maintain their ethos to explore, discover and experience a destination, drawing on the philosophies of its namesake, Marco Polo: an adventurer, a traveller, an entrepreneur and a connoisseur of culture - just as Marco Polo's modern travellers are today. Further details are available at wharfhoteles.com.

About Global Hotel Alliance

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 500 hotels in 78 countries. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA's award-winning loyalty programme, DISCOVERY, provides 11 million members exclusive opportunities to immerse themselves in local culture wherever they travel. For more information, visit gha.com.

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