



## Charles McKee appointed as Chief Commercial Officer, Americas for Carlson Rezidor Hotel Group

**MINNEAPOLIS AND BRUSSELS (August 17, 2017)** – Carlson Rezidor Hotel Group today announced it has named Charles McKee as Senior Vice President and Chief Commercial Officer for the Americas. McKee will report to Ken Greene, President, Americas as well as Eric de Neef, Executive Vice President, Global Chief Branding & Commercial Officer. He will be based in Minneapolis.

“We are delighted to welcome a seasoned international travel and tourism leader, like Charles, to lead this newly created role that will focus on increasing clarity and execution excellence in the Americas team, and fully integrate Marketing, Branding, Development, Commercial, and Operations strategies and initiatives to deliver our global ambition,” said de Neef.

“Charles brings with him more than 25-years of world-class experience with leading travel companies, in marketing, branding, sales and revenue management. He will be instrumental in driving revenue growth and brand awareness across Americas, and leveraging better global synergies across all brand and commercial strategies,” said Greene.

McKee’s most recent corporate assignment was leading the restructuring of marketing, loyalty and branding functions at Malaysia Airlines in Kuala Lumpur. His prior work has included serving as Chief Marketing Officer of Delta Hotels and Resorts and Air Canada, Commercial Executive Vice President of lastminute.com. He has nearly a decade of senior leadership experience with Virgin Atlantic Airways. Besides Kuala Lumpur, Charles has worked in New York, Tokyo and London. His overseas experience has further been broadened by leading the international offices of the Canadian Tourism Commission in 12 countries.

“I feel privileged to join one of the most dynamic hotel groups of the world, that has a passionate leadership team with a clear vision and an ambitious plan. I look forward to working with Ken and Eric, the entire global leadership teams and revenue generation experts across the organization, to bring my experience and their knowledge into a successful formula for Americas and globally.” said McKee.

McKee graduated from Harvard University with a specialization in East Asian studies.

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### **About Carlson Rezidor Hotel Group**

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,440 locations in operation and under development with more than 230,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By Carlson<sup>SM</sup>. Guests can benefit from Club Carlson<sup>SM</sup>, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Over 95,000 people are employed in Carlson Rezidor Hotel Group hotel systems and the company is headquartered in Minneapolis, Singapore, and Brussels. For more information, visit [www.carlsonrezidor.com](http://www.carlsonrezidor.com) and follow on Twitter [@carlsonrezidor](https://twitter.com/carlsonrezidor).

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