

Brussels/Minneapolis/Singapore: 10 May 2017

## Eric de Neef appointed as the Executive Vice President, Global Chief Branding & Commercial Officer of Carlson Rezidor

Brussels/Singapore/Minneapolis, 10 May 2017: Carlson Rezidor Hotel Group is pleased to announce the promotion of Eric de Neef as the Executive Vice President, Global Chief Branding & Commercial Officer effective immediately.

In his new role, Eric de Neef, currently Executive Vice President & Chief Commercial Officer of Rezidor Hotel Group (EMEA), will assume additional responsibilities and lead the Branding and Commercial organization for the Carlson Rezidor Hotel Group globally. In addition to his team in Brussels, the global Branding and Commercial teams based in Minneapolis (Americas) and Singapore (Asia Pacific) will report to Eric.

Federico González-Tejera, the new President & CEO of The Rezidor Hotel Group, said: "I am proud to welcome a seasoned hotelier and an experienced commercial strategy leader, like Eric, to the global team. In his new role, Eric will help drive our international ambition and vision, as the hotel group of choice, for guests, investors, partners and employees, worldwide. Adding Americas and Asia Pacific to his scope, in addition to EMEA, Eric is charged with developing the Global Branding, Marketing & RevGen strategy focused on driving guest engagement and loyalty. His role will also include Sales, Distribution and Revenue Optimization, to cover the full commercial scope of our business."

Additionally, he will continue to drive the Corporate Communications, PR & Reputation Management strategy for The Rezidor Hotel Group.

Eric will continue to be based in Brussels.

"I feel honored to receive the opportunity to contribute to the new global ambition of Carlson Rezidor Hotel Group," said Eric de Neef. "With the support of our new President & CEO, and the Global Steering Committee, I am looking forward to working even more closely with our passionate commercial and branding leaders worldwide, to capitalize on our unique Scandinavian design heritage, award-winning portfolio of hotels, and world-class hotel brands, to showcase the best of our Yes I Can! Hospitality spirit to our guests worldwide."

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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. 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.

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