

EXECUTIVE TEAM EU&AM

JANUARY 2025

Chief Executive Officer
Gonzalo Aguilar



SVP Internal Audit
Romain Dvorak



VP Legal Affairs
Lidia Suárez



General Counsel &
Chief Legal Officer
Carlos Ulecia



Chief Assets &
Development
Officer
Laia Lahoz



Chief Financial
Officer
Ana Muñoz



Chief People &
Sustainable
Business Officer
Marta Pérez-Leirós



Chief Strategy Officer
Alonso Escrivá de
Romaní



Chief Marketing &
Communication Officer
Isidoro Martínez
de la Escalera



Chief Commercial
Officer
Fernando Vives



Chief Operations
Officer & Global
Transformation Leader
Rufino Pérez



SVP Development
Europe and America
Yuan Fang



SVP Corporate
Treasury
Fernando Cebada



VP Talent, Learning
& Development
Ana García



SVP Strategy & Finance
Planning
Carlos García



SVP Brand Strategy
Ioana Georgescu



SVP Global Contact Centers
& Commercial Operations
Ismael Amor



MD Southern Europe
Hugo Rovira



SVP Portfolio
Management
Carla Alaman



SVP Tax
Antonio Gutiérrez



VP People Partner
Rafael Jiménez



VP Controlling
Víctor Bermejo



SVP Customer Relationship
& Experience Management
Judith Güemes



SVP Demand
Generation Marketing
& Ecommerce
Otón Gómez



MD America
Christian Daghelinckx



SVP Consolidation
& Financial Reporting
Juan Martínez



VP Sustainable
Business
Elena Ruiz



VP Controlling
Carmen Bucher



VP PR & Communication
(NH Hotels, NH Collection,
nhow and Tivoli brands)
Irene Fernández



SVP Sales and Distribution
Diana Marín



SVP IT & Systems
Marta Marcos



SVP Corporate
Finance
Javier Vega-Penichet



VP Corporate
Compensation
& HR Analysis
Teresa Sánchez



VP PR &
Communication
(Anantara and Avani brands)
Natasha Rhymes



VP Commercial
Development & Growth
Cori Galindo



SVP Operations
Pedro Marfany



VP Accounting &
Finance Excellence
Carmen Brufau



VP Luxury Hotels
& Quality (*)
Javier Mármol



VP Trade Marketing
Bárbara García



SVP Business Intelligence
Pedro Molleda



SVP Projects, Construction
& Engineering
Pilar Rodríguez



SVP Luxury Hotels
Giles Selves



MD ⇒ Managing Director
SVP ⇒ Senior Vice President
VP ⇒ Vice President

Management Committee

Steering Committee

* Luxury Hotels reporting to Giles Selves, SVP Luxury Hotels