

## Quang Thai joins Louvre Hotels Group and heads up the new innovation department

Quang Thai has been appointed as Chief Strategy Officer of Jin Jiang Europe, the holding company of Louvre Hotels Group. In this capacity, he will supervise the new “Strategy, Innovation & Activation” Department of the world’s 4th ranking hotel operator. Accordingly, he has been entrusted with implementing innovative process, R&D and technology solutions in order to enhance the group’s ability to constantly anticipate new demands and thereby offer travellers the best services throughout their customer experience.

Quang Thai is a graduate of Ecole Polytechnique and also holds a Master’s Degree in Applied Mathematics from the Ecole Normale Supérieure of Paris and the Pierre and Marie-Curie University as well as a Master’s Degree in Finance from the Sorbonne University. At only **39** years old, he has already gained a proven track record in a wide variety of sectors ranging from banking and high-technology to management consultancy. Owing to his multi-disciplinary background and experience, the Group and its teams stand to benefit from his expertise and will leverage on this to continue to innovate in order to set new standards for the hotel industry of the future.



*“The Group is guided by the fundamental principles of being bold and daring, constantly innovating and inventing in order to meet and even anticipate ever-changing requirements. I and the teams of our new Strategy, Innovation and Activation department have been tasked with pursuing the same goal.”*

**Quang Thai, Chief Strategy Officer**

This new department will be comprised of 3 segments:

- The “New Technologies and Disruption” segment, led by Thierry Guiraudios, with the goal of establishing a strategic technological innovation vision for the Group over the long term, and anticipate future revolutions with an impact for its activities.
- The “Strategic Innovation” segment, headed by Lorraine Duval is responsible for coordinating the ecosystem which will lead the Group towards the future. It steers the strategic innovative projects which determine the directions for business transformation.
- The “Operational Engineering” segment, steered by Alexandre Prieur, will manage the operational R&D with a view to delivering operational tools in line with the company’s standards and transferring them to the business units while at the same time providing innovation in the key hotel processes.

# Louvre Hotels

GROUP



## About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 2,500 hotels in 53 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, as well as 4 Chinese brands: Metropolo, Jin Jian Inn, Bestay and Goldmet Inn. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., one of the largest tourism and travel conglomerates in China.

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