



EDUARDO BOSCH NAMED CHIEF OPERATING OFFICER OF LOUVRE HOTELS GROUP

Eduardo Bosch joins Louvre Hotels Group's Executive Committee as Chief Operating Officer, under the leadership of CEO Pierre Frédéric Roulot.

His main mission is to implement a new strategic plan to achieve operational efficiency and excellence in Pricing, Sales, Marketing, and Quality.

"I am very pleased to welcome Eduardo onboard. His support and expertise will be a precious asset in optimising our performance at a time of major change within our Group." **Pierre Frédéric Roulot, CEO of Louvre Hotels Group.**

Spanish-born Eduardo Bosch, who has lived in five different countries, graduated in Hospitality Management from Stanford University and the Polytechnic University of Madrid. He also holds a Master's degree in Economics and an MIT Certificate in Digital Transformation. Eduardo has worked in the international tourism industry for more than 15 years.

Throughout his prolific career, 42-year-old Eduardo Bosch has held strategic roles in fields as diverse as marketing, operations, sales, finance, IT, management control, ops engineering, and development.

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Louvre Hotels Group

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He started out as Business Analyst for Meliá Hotels International in their corporate Madrid headquarters (2004-2006), before joining NH Hotel Group, first as Corporate Controlling Analyst at their Madrid headquarters (2006-2008), then as Planning and Control Director (2008-2011), Sales & Marketing Director (2011-2014), and Operations Director (2014-2016) at the Group's Italian offices. In 2016, he was appointed Managing Director of NH Hotel Group Americas in Bogota, Colombia.

"I am truly honoured to be part of the world's second-largest hotel group and to work with Pierre-Frédéric Roulot. Furthermore, I am thrilled at the opportunity to draw upon my experience in business transformation to turn Louvre Hotels into the world's leading Group, with a particular focus on customer experience, operational efficiency, distribution, revenue management, and sales & marketing."

Eduardo Bosch, Chief Operating Officer of Louvre Hotels Group.

Louvre Hotels GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes more than 1,500 hotels in 54 countries.

It has a full hotel offering, spanning 1 star to 5 stars, with the Louvre Hotels Group's historic brands (Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn, and Première Classe), the 5 brands of the Sarovar network in India, the French Group Hôtels & Préférence and the brand TemptingPlaces, and Chinese brand Metropolo. The group also has a distribution agreement with the Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2th hospitality group in the world.