

# EXECUTIVE TEAM EU&AM

## JUNE 2025

Chief Executive Officer  
Gonzalo Aguilar

General Counsel &  
Chief Legal Officer  
Carlos Ulecia

SVP Internal Audit  
Romain Dvorak

VP Legal Affairs  
Lidia Suárez

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 & Financial  
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

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

SVP Demand  
Generation Marketing  
& Ecommerce  
Otón Gómez

MD Northern Europe  
Maarten Markus

SVP Coperama &  
Procurement  
Ramón Luengo

VP Sustainable  
Business  
Elena Ruiz

VP Controlling  
Carmen Bucher

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

SVP CRM & Loyalty  
Judith Güemes

MD America  
Christian Daghelinckx

SVP Consolidation  
& Financial Reporting  
Juan Martínez

VP Corporate  
Compensation  
& HR Analysis  
Teresa Sánchez

VP Luxury Hotels  
& Quality (\*)  
Javier Mármol

SVP Sales and Distribution  
Diana Marín

SVP IT & Systems  
Marta Marcos

SVP Corporate  
Finance  
Javier Vega-Penichet

VP Accounting &  
Finance Excellence  
Carmen Brufau

VP Commercial  
Development & Growth  
Cori Galindo

SVP Operations  
Pedro Marfany

VP Trade Marketing  
Bárbara García

SVP Business Intelligence  
Pedro Mollada

VP Commercial Strategy  
& Systems  
Irene Villafraña

SVP Projects, Construction  
& Engineering  
Pilar Rodríguez

SVP Luxury Hotels  
Giles Selves

MD ⇒ Managing Director  
SVP ⇒ Senior VicePresident  
VP ⇒ VicePresident

\* Luxury Hotels reporting to Giles Selves, SVP Luxury Hotels

Management Committee

Steering Committee