

EXECUTIVE TEAM EU&AM

JULY 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

SVP Portfolio
Management
Carla Alaman

SVP of
Franchise Support
Sandra Cremesini

SVP Development
Europe and Americas
Yuan Fang

Chief Financial
Officer
Ana Muñoz

SVP Corporate
Treasury
Fernando Cebada

SVP Tax
Antonio Gutiérrez

SVP Coperama &
Procurement
Ramón Luengo

SVP Consolidation
& Financial Reporting
Juan Martínez

SVP Corporate
Finance
Javier Vega-Penichet

VP Accounting &
Finance Excellence
Carmen Brufau

Chief People &
Sustainable
Business Officer
Marta Pérez-Leirós

VP Talent, Learning
& Development
Ana García

VP People Partner
Rafael Jiménez

VP Sustainable
Business
Elena Ruiz

VP Corporate
Compensation
& HR Analysis
Teresa Sánchez

Chief Strategy Officer
Alonso Escrivá de
Romaní

SVP Strategy & Financial
Planning
Carlos García

VP Controlling
Víctor Bermejo

VP Controlling
Carmen Bucher

Chief Marketing &
Communication Officer
Isidoro Martínez
de la Escalera

SVP Brand Strategy
Ioana Georgescu

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

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

VP Luxury Hotels
& Quality (*)
Javier Mármol

Chief Commercial
Officer
Fernando Vives

SVP Global Contact Centers
& Commercial Operations
Ismael Amor

SVP Demand
Generation Marketing
& Ecommerce
Otón Gómez

SVP CRM & Loyalty
Judith Güemes

SVP Sales and Distribution
Diana Marín

VP Revenue Strategy
Cori Galindo

VP Trade Marketing
Bárbara García

VP Commercial Strategy
& Systems
Irene Villafraña

Chief Operations
Officer & Global
Transformation Leader
Rufino Pérez

MD Southern Europe
Hugo Rovira

MD Northern Europe
Maarten Markus

MD America
Christian Daghelinckx

SVP IT & Systems
Marta Marcos

SVP Operations
Pedro Marfany

SVP Business Intelligence
Pedro Mollada

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