

COMMERCE

## St. Regis Mexico City responds to millennials' needs with new hire

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*St. Regis Mexico City*

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By STAFF REPORTS

Starwood's St. Regis Mexico City is redefining what CMO stands for with a newly created position.

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The property says it is the first hotel to appoint a chief millennials officer, who will streamline best practices and approaches to targeting the sought-after generation of consumers. The St. Regis Mexico City has selected 26-year-old Alejandra Ramirez, who has worked for the property for three years as a talent acquisition manager, as the inaugural chief millennials officer due to her understanding and connection to today's millennial demographic.

### A new role

To inspire the new position, St. Regis Mexico City looked within, finding that 57.7 percent of its current employees are millennials. Additionally, 32 percent of the property's guests fall into the age range of 18 to 33-years-old.

As a millennial herself, Ms. Ramirez will be responsible for St. Regis Mexico City's outreach to the demographic. Through various approaches and services, Ms. Ramirez will assist the hotel in understanding what is important and significant to young travelers.

Ms. Ramirez will also focus on St. Regis Mexico City's millennial workforce to identify generational challenges that may arise. Learned best practices will be used to lead and collaborate with the hotel's employees, creating an inspirational environment for a rewarding career.



*Alejandra Ramirez with executives of St. Regis Mexico City*

"As we look into the future of our hotel, identifying the best practices to lead our millennial associates will be key to The St. Regis Mexico City as we continue to represent the best address in this beautiful capital city," said Bernard de Ville, director general of The St. Regis Mexico City, in a statement. "We are inspired everyday by how this particular generation creates new, unique and innovative ways for the hotel to engage with our youngest guests on a personal level."

As consumer demand and expectations evolve, the need for innovative and focused hires will become increasingly important in all sectors.

For instance, department store chain Nordstrom has hired Kumar Srinivasan to join the retailer as chief technology officer to further its innovations in customer service.

Mr. Srinivasan was recruited by Nordstrom for his development practices, cloud expertise and experience in curating innovative customer-facing initiatives through the use of technology. Omnichannel retailing is all the more important to today's consumer, and hiring to fulfill that interest will keep department stores competitive and modern ([see story](#)).

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