

COMMERCE

## Auberge looks toward continued growth with CMO hire

May 6, 2016



*BF Terrace Spa Junior Suite*

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By STAFF REPORTS

Auberge Hotels & Resorts has hired Michael Minchin as its chief marketing officer, looking to benefit from his extensive experience heading global brands.

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Prior to joining Auberge, Mr. Minchin spent 11 years at Four Seasons Hotels & Resorts, where he was most recently the senior vice president of marketing. As Auberge has become more of a global presence, adding talent accustomed to driving international brands will be beneficial.

### Diverse resume

Mr. Minchin will be overseeing all marketing efforts for Auberge, including advertising, public relations, ecommerce and social media. He will report directly to Auberge CEO Craig Reid.

At Four Seasons, Mr. Minchin helped contribute to the company's growth through marketing, distribution and revenue management.

"Michael has a proven track record in growing businesses and leading high-performing teams to unprecedented success," said Mr. Reid in a brand statement. "We are excited to have him join our senior team. His experience will prove invaluable as we continue on our growth trajectory."

Mr. Minchin began his more than 30-year career as an account executive at Saatchi & Saatchi in California. In another early position, he was vice president, management supervisor at Ketchum, Los Angeles, where he oversaw the U.S. advertising Acura accounts.



*Michael Minchin*

The executive also has experience in high-end spirits, having worked at the U.K.'s Allied Domecq Spirits & Wines, marketing brands including Maker's Mark Bourbon and Laphroaig Single Malt Scotch. More recently, he was vice president of marketing for Corby Distilleries Ltd.

Before Four Seasons, Mr. Minchin was at Cara Operations, where he oversaw marketing of the Harvey's Hamburger chain.

Auberge has made a number of key hires in recent months, appointing SH Group president C. Scott Rohm chief operation officer. Joining Auberge with experience at Four Seasons was Richard Arnold, who was named chief development officer in March.

Likely more than coincidental, CEO Mr. Reid was hired after a three-decade career at Four Seasons.

Following an undisclosed investment by Friedkin Capital Partners, Auberge Resorts broke from its isolation in North America through international expansions.

Auberge set its sights on markets in The Caribbean, Europe and Africa, expanding beyond its existing North American presence with properties in Costa Rica and Fiji. Auberge has traditionally been regarded for its local expertise, stemming from its hemmed-in presence, so the decision to expand internationally altered its identity in a way ([see story](#)).