

TRAVEL AND HOSPITALITY

## New SH Group president to spearhead Baccarat, 1 Hotels' expansions

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*1 Hotels currently is in New York, Brooklyn and South Beach, Miami, FL. Image credit: 1 Hotels*

By STAFF REPORTS

Hotel management company SH Group has announced Arash Azarbarzin as its new president, effectively immediately.

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Created and owned by Starwood Capital Group, GH Group operates the eco-friendly high-end 1 Hotels and the five-star Baccarat Hotel in New York. Mr. Azarbarzin is tasked with overseeing all operations and expansion of its hospitality brands.

### Pipeline plan

As president of SH Group, Mr. Azarbarzin brings to SH Group more than 30 years of industry experience. Resume highlights include being the founding member of the Hotel Group, where Mr. Azarbarzin was president for more than a decade, and positions at St. Regis and Four Seasons.

Mr. Azarbarzin also spent some time in leadership roles at W Hotels & Resorts, created by Starwood Capital Group's chairman and CEO Barry Sternlicht. During his time at W Hotels & Resorts, Mr. Azarbarzin worked directly with Mr. Sternlicht, before the hotel chain was sold to Marriott International.

"Arash is a superb addition to our team who has the expertise and talent to guide the unparalleled 1 Hotels and Baccarat Hotels & Resorts to the next level as we rapidly expand our global footprint and continue to innovate," Mr. Sternlicht said in a statement.

Aside from day-to-day operations at SH Group, Mr. Azarbarzin will spearhead 1 Hotels openings in Los Angeles ([see story](#)), Cabo, Mexico; Sunnyvale, CA; Sanya, China and Paris. In addition, Mr. Azarbarzin will direct global initiatives to further the 1 Hotels' 1 Vision hospitality concept to transform the industry and society.

As for Baccarat Hotels & Resorts, branded with the French crystal maker, an expansion plan for the hotel will soon be announced.



**baccarat hotels**  
Baccarat Hotel New York



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“I have always wanted to reunite with Barry Sternlicht, one of my long-time mentors, and someone with the vision and resources to build a world-class hospitality organization,” Mr. Azarbarzin said in a statement.

“As a mission-driven brand, 1 Hotels offers a unique experience that resonates with today’s travelers and inspires them to reflect on living sustainably, while Baccarat provides guests an unparalleled level of luxury,” he said.

“Both 1 Hotels and Baccarat Hotels & Resorts are experiencing startling market success and are positioned for incredible growth and my goal is to fuel each brand’s expansion while continuing to cement each hotel as leaders in their market.

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