

TRAVEL AND HOSPITALITY

Rosewood reorganizes internal team for strategic growth

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Rosewood Hotel in London. Image credit: Rosewood

By STAFF REPORTS

Hospitality group Rosewood Hotel Group is implementing a bullish strategy for strategic growth with the appointment of new leadership.

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A variety of new vice presidents and a chief information officer have been hired to help push the hotel group in the direction for which it has set out. Rosewood has brought in a number of new experts from outside of the group while also promoting internal employees who have a long history with the brand.

Growing talent

Rosewood has executed new appointments from outside sources to its management including Bede Barry as vice president of operations in the Americas, Micah Friedman as global chief information officer, Milet Lukey as vice president of talent and culture in the Americas, Jeffery Wong as vice president of finance in Americas and Europe and Jack Xiao as vice president and financial controller in Asia Pacific, Middle East and Africa.

Most recently, Mr. Barry was the vice president of operations at The Venetian Macao and The Parisian Macao. Mr. Friedman comes from the hospitality sector of Oracle and Ms. Lukey comes from Auberge Resorts Collection with earlier experience at SH Group Hotels.

Mr. Wong was previously vice president of finance and business support for North and Central America at AccorHotels Group. Mr. Xiao comes from Kohler.

In addition, the brand has elevated the roles of a number of current Rosewood team members such as Achim Lenders, Caroline MacDonald and Irene Hoek as global vice presidents of operations, sales and marketing and residential development, respectively.



Image courtesy of Rosewood

"Rosewood would not be the brand that it is today without the hard work, dedication and leadership of our team, from Achim, Caroline and Irene at a group level to Frederic, Daniel and Davide at Rosewood Hotels & Resorts," said Sonia Cheng, CEO of Rosewood, in a statement. "During each of their respective tenures at Rosewood, all have proven themselves essential elements of our team, and we're thrilled to recognize their extraordinary contributions to the brand with these recent promotions.

"We are excited for this next chapter in each of the leaders' Rosewood regimes and are confident that they will only continue to thrive," she said.

Rosewood Hotels & Resorts recently started to offer immersive experiences designed to take family vacations to new heights as more affluent millennials are traveling with their children.

Leisure time is a luxury for many, and Rosewood Family Time offers activities for parents and children that blend cultural experiences with educational opportunities. To reflect the variety of interests families may have, the featured packages are centered around themes of culture, culinary arts and wellness ([see story](#)).

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