

TRAVEL AND HOSPITALITY

## Leading Hotels of the World promotes CMO to CEO

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*Emerald Maldives Resort & Spa, part of Leading Hotels of the World. Image credit: Leading Hotels of the World*

By STAFF REPORTS

The Leading Hotels of the World has named Shannon Knapp as its new president and CEO.

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Ms. Knapp was formerly senior vice president and chief marketing officer at Leading Hotels, and she has been the interim CEO since April. She succeeds Ted Teng, who stepped down as CEO in April after 10 years in the position.

### New leadership

Founded in 1928, Leading Hotels of the World brings together a membership of more than 400 boutique hotels in 80 countries.

"I am incredibly honored and humbled for the opportunity to lead this iconic, member-owned institution," Ms. Knapp said in a statement.

"Created by hoteliers, for hoteliers more than 90 years ago, LHW has remained dedicated to empowering the success of its independent hotel members and ensuring this extraordinary segment of luxury hospitality continues to thrive," she said. "I am passionate about this mission and inspired to collaborate with the amazing 430 hotels in our collection and the extraordinary LHW employees to carry that mission forward."

Before joining Leading Hotels in 2013, Ms. Knapp spent 15 years at American Express. During her tenure, she worked in the company's corporate and leisure travel divisions, which operate card member benefits, partnerships and travel programs.

For five years, Ms. Knapp was the chief marketing officer at Leading Hotels. Within this role, she leveraged data and analytics to drive marketing efforts, which the company says has increased marketing budget efficiency.

Ms. Knapp also oversaw the 2018 relaunch of the independent hotel group's loyalty program Leaders Club.

Through the updated Leaders Club program, guests can earn points from each stay that they can use towards future bookings at the company's portfolio of 400 hotels. The company says that the updated loyalty program will expand the availability and options open to members when they wish to organize their free stay ([see story](#)).



*Shannon Knapp, president/CEO of Leading Hotels of the World. Image courtesy of Leading Hotels of the World*

"Shannon is a strong, effective and values-driven leader who has been a driving force of strategy and innovation at the company since she joined in 2013," said Andrea Kracht, chairman, executive committee of The Leading Hotels of the World and proprietor of Baur au Lac, in a statement. "Having held executive positions at LHW for over six years, Shannon has a deep understanding of our business.

"She also has extensive experience in the broader luxury travel landscape," she said. "The executive committee is highly confident that under her direction, LHW will continue to lead the independent luxury hospitality industry."

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