

TRAVEL AND HOSPITALITY

## The Private Suite's Amina Belouizdad: Luxury Woman to Watch 2020

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Amina Belouizdad

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Amina Belouizdad, chief commercial officer, [The Private Suite](#)

*"The luxury business is tough. The bar for excellence, precision and execution is extremely high and non-negotiable"*

What do you most like about your job?

Two things stand out: Firstly, that I have the opportunity to flex both my left and right brain. One second I'm analytical, and the next I'm creative. It keeps me whole, sane and challenged.

Secondly, I love that we are in the people business.

I'm blessed to come to work to an incredible team that is dedicated to serving incredible customers. Nothing makes me happier than seeing our team grow and learn together.

What is the biggest challenge in your work?

Creating a new category from scratch.

There is no playbook as to what a private airport terminal should look like. We are, quite literally, writing the rules. It's fun, but it's a huge challenge. If we get it right and we will it will set the bar for this new industry we are defining.

What is your work priority for 2020?

My priority for 2019 was to set the stage for expansion. We have spent most of the year tweaking the business model

in terms of product, price and promotion strategies. 2020 will be laser focused on scaling the model beyond Los Angeles. We have our eyes set on every major city in the U.S.

What is your proudest achievement in luxury?

My proudest achievement lies in the revenue growth we have been able to achieve over the past year.

The luxury business is tough. The bar for excellence, precision and execution is extremely high and non-negotiable.

To be able to grow at our rate in a business that combines the complexities of logistics with the customer demands of hospitality is an incredible feat. And we are just getting started.

How do you see luxury evolving in 2020?

In an age of social media, data breaches and cameras in our pockets, I see privacy gaining in importance as an attribute of luxury.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

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