

TRAVEL AND HOSPITALITY

Four Seasons names new executive VP and chief commercial officer

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Four Seasons Hotels and Resorts has appointed Marc Speichert to executive leadership team as executive vice president and chief commercial officer. Image credit: Four Seasons

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts has added Marc Speichert to a newly created role to oversee the development and execution of the company's commercial strategy.

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Mr. Speichert will work to identify new products, grow revenue, market the brand and more in his new position. During this critical time for the hospitality industry, he will work in collaboration with other members of the executive team with a wide range of responsibilities all related to growing and bettering the Four Seasons guest experience.

"Marc is an outstanding marketer and strategic business builder a digital innovator with a global outlook who understands the evolving needs of the luxury consumer," said John Davison, president and chief executive officer of Four Seasons Hotels and Resorts, in a statement. "His experience and vision will be fundamental to the path forward for Four Seasons, driving continued customer growth, revenue and brand recognition.

"Marc's global experience and marketing acumen are matched by his reputation as an inspiring leader, with a collaborative style that extends through his work and to those he works with," he said. "His appreciation for Four Seasons people, culture and values further strengthens our executive team as we continue to extend Four Seasons leadership position worldwide."

Rich resume

Prior to joining Four Seasons, Mr. Speichert worked as the global chief digital officer at pharmaceutical company GlaxoSmithKline (GSK) for four years. In this role, he led the digital transformation of the company's marketing functions, more recently turning focus to the supply chain, research and development and the company's broader marketing transformation.

Prior to his work at GSK, Mr. Speichert worked as a senior executive for Google's clients and agency solutions team, having partnered with brands including Estée Lauder, Johnson & Johnson, Pepsi, Microsoft and Apple. He also served as the first chief marketing officer at L'Oréal, spearheading the brand's digital strategy to global recognition as a leader among packaged goods companies.

He began his career at Colgate-Palmolive, an American consumer products company, where he worked for 12 years. Mr. Speichert will begin his new role at Four Seasons on May 3.

"Four Seasons leadership legacy is undisputed in the luxury space," Mr. Speichert said in a statement. "This is a company that continually embraces new opportunities, while remaining focused on its core business principles and unwavering in its commitment to excellence.

"The opportunity to play a role in the growth of this iconic luxury brand is tremendously exciting," he said.

This announcement comes as Four Seasons continues to look towards the future, with hopes for growth and success.

While the COVID-19 pandemic has hampered the global travel industry, Four Seasons is counting on pent-up demand to motivate affluents to flock to hotels once travel restrictions ease and the virus is contained. In the meantime, Four Seasons is promoting enhanced safety measures and extended stays to encourage travelers ([see story](#)).

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