

TRAVEL AND HOSPITALITY

## SH Hotels and Resorts' Donna Rodriguez: Luxury Woman to Watch 2022

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Donna Rodriguez

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 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:

Donna Rodriguez

Vice president of marketing

**SH Hotels and Resorts**

New York

*"Making sure all our ideas are based in sustainability isn't always the easiest task"*

What do you most like about your job?

I love being able to come up with creative ideas for the hotels and then see them come to life on property. Especially since these ideas always have an element that gives back to our environment.

Everything we do at 1 Hotels is with sustainability at the forefront. Being able to be creative while doing good for the planet is an incredible privilege.

What is the biggest challenge in your work?

Making sure all our ideas are based in sustainability isn't always the easiest task.

While many brands are moving in this direction, we constantly need to ensure every partner we bring to the table shares the same motivation and mission as us.

What is your work priority for 2022?

There are so many exciting developments to come in the next year for our brands.

We're slated to open a 1 Hotels property in Nashville as well as a flagship property in Kauai Hawaii.

We also just recently announced the expansion of our Baccarat brand with a new location in Florence, Italy as well as an extension of our brand Treehouse into Manchester.

We're developing fast and furiously, and this international expansion is something we're all very excited about.

What is your proudest achievement in luxury?

I'm incredibly proud of my team and our ability to execute Barry Sternlicht's [chairman/CEO of Starwood Capital Group] vision for all our brands.

In doing so we're able to ensure each property caters to the guests we're looking to capture. Our team continues to develop and build on these visions on a daily basis.

It's this mindset that has allowed us to build a culture that supports one another, and our common goal of providing our guests with the best possible experience.

How do you see luxury evolving in 2022?

Taking care of yourself and our planet are some of the most luxurious things you can do.

Our brands are here to create as much of a personalized experience for consumers as possible, from the moment they check in until the moment they check out.

A mix of smart features and customized amenities coupled with refurbished materials and natural elements throughout our hotels will redefine the future of luxury.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

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