

TRAVEL AND HOSPITALITY

Accor establishes standalone luxury and lifestyle division in global restructure

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The French hotel operator's logo is seen at company headquarters in Issy-les-Moulineaux near Paris, France. Accor now welcomes a two-division business approach. Image credit: Reuters

By LUXURY DAILY NEWS SERVICE

French hotel giant **Accor** is priming itself for acceleration with an operational reorganization of the business, effective Jan. 1, 2023.

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Citing rising demand and intentions to hasten brand growth, the restructuring aims to help the company adapt to a changing market, and notably forms a new luxury and lifestyle division. The division is comprised of the following four Accor hospitality brands: Fairmont, Sofitel and MGallery, Raffles and Orient Express and Emblems and Ennismore.

Luxury leaders

Depending on local laws, Accor will continue to place leaders in their new roles throughout the first quarter of this year.

Citing rising demand and intentions to hasten brand growth, the move was first announced in July 2022 and is also set to help the company increase its service quality for stakeholders, focusing on the evolving desires of its luxury guests. The new leadership is also a clear message to brand partners, demonstrating Accor's commitment to improving performance.

For this purpose, Sbastien Bazin stepped in as chairman and CEO at the start of the year. Mr. Bazin will support the new luxury and lifestyle division, with the help of the group management board.



Group chairman and CEO Sebastien Bazin will chair the executive committee of Accor's newly-established luxury and lifestyle division. Image credit: Accor

Accor's Global Shared Platform is also set up to provide assistance in the developing division, offering expert advice and brand services such as digital support.

Maud Bailly is now the CEO of Sofitel, MGallery and Emblems, and Gaurav Bhushan is the co-CEO of Ennismore. Mark Willis is the CEO of Fairmont.

Starting March 1, Omer Acar will take over as the Raffles and Orient Express CEO.

Agnes Roquefort is now the chief development officer for the division, receiving support from the new chief financial officer, Johny Zakhem.

Accor appointed Gary Rosen to handle regional business, naming him the CEO of the division in Greater China.

More appointments have yet to be finalized, with more leaders stepping up in the coming weeks. On Feb. 1, Kamal Rhazali will start in his roles of secretary general and legal director for the division.

To ensure cohesion between this division and its non-luxury sister division, Accor has initiated a new group management board, led by Sebastien Bazin as chair. The board oversees the divisions and respective performances, making sure that the entities are aligned and complementary to one another.

The board consists of leaders from each division, as well as new appointees. Jean-Jacques Morin will serve as the deputy CEO and chief financial officer.

Besma Boumaza is the group general counsel and board of directors' secretary, while Steven Daines is the chief talent and culture officer.

Supporting the virtual performance of the divisions, Floor Bleeker is the chief technology officer, being supported by chief digital officer Alix Boulnois.

In addition, Caroline Tissot is the chief procurement officer for the board, and Brune Poirson will oversee the environmental impact as chief sustainability officer.

This is not the first move that Accor has made that demonstrates a prioritization of environmental issues, as last year the company implemented a sustainability training program for its employees ([see story](#)).