

COMMERCE

Belmond appoints new CEO

June 5, 2023



The appointment comes five years after LVMH acquired the company and subsequently took Belmond off the New York Stock Exchange. Image credit: Belmond

By LUXURY DAILY NEWS SERVICE

LVMH-owned hospitality group **Belmond** has made a shift at the top of its chain of command.

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The company announced that come July 1, 2023, current CEO Roeland Vos will fall away from the role, as COO Dan Ruff steps up to fill his shoes. The appointment comes five years after LVMH acquired Belmond, delisting the luxury hotel, train service and river cruise company from the New York Stock Exchange, whereby Mr. Vos oversaw the transition.

"I'm very pleased to hand over the reins of the company to Dan," said Mr. Vos, in a statement.

"I have known him for a very long time," he said. "He will provide continuity in the journey for excellence that Belmond is on whilst pushing boundaries."

"I am convinced that he will succeed in taking the team and the brand to the next level."

Movement within

With two decades of total industry experience, Mr. Ruff has operated on behalf of Belmond as COO since LVMH took over in 2018.

Previously, the executive held senior roles at Starwood Hotels and Resorts as well as at Wyndham Hotel Group, landing multiple management, operations and acquisitions roles on the ascent. Belmond credits Mr. Ruff with guiding the brand through the uncertainty of the pandemic.

"I'm truly honored to become CEO of this extraordinary company, with its passionate and genuine people, and legendary properties," said Mr. Ruff, in a statement.

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Belmond (@belmond) [May 12, 2023](#)

"Together, we will continue to strive to offer incomparable travel experiences to our guests, and become the world's most desirable luxury travel brand."

Despite his replacement, Mr. Vos will retain his position as the chairman of Belmond's board, while additionally assisting on projects within the organization in an advisory capacity. Mr. Ruff will report directly to LVMH Hospitality Excellence CEO Stphane Rinderknech.

British hospitality chain Dorchester Collection also recently shook up its top executives, appointing co-CEOs ([see story](#)).

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