

COMMERCE

Rosewood names new chief operating officer

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Effective Sept. 25, 2023, Joerg Zobel will drive support for the commercial performance of the company. Image courtesy of Rosewood Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group Rosewood Hotels & Resorts is announcing a new appointment.

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Effective Sept. 25, 2023, the company is placing Joerg Zobel in the position of chief operating officer, charging the executive with driving commercial and operational performance. Mr. Zobel will oversee all personnel from his new base at Rosewood's Hong Kong headquarters.

"Joerg's many achievements leading global companies to operational and commercial success align perfectly with the ambitious vision we've set for Rosewood Hotel Group as we continue to expand beyond traditional hospitality," said Sonia Cheng, CEO of [Rosewood Hotel Group](#), in a statement.

"We've chartered a new path for Rosewood across multiple touchpoints of the business, and we are confident Joerg will drive our operations to deliver on this vision."

Growing with it

As Mr. Zobel steps into the role, he will report directly to Ms. Cheng.

The new appointee will lead the group's worldwide operations across its four brands, including Asaya, Carlyle & Co., New World Hotels & Resorts and Rosewood Hotels & Resorts. Now directing these brands, Mr. Zobel brings with him 25 years of executive-level experience involving consumer-facing growth and marketing efforts.



Mr. Zobel will use his understanding of the consumer cycle to bolster Rosewood's retail and ecommerce growth and development. Image credit: Rosewood Hotels & Resorts

During these decades of corporate leadership, he tackled brand positioning strategy and value creation as part of his duties as a board member and investor, among other positions. Having worked globally, his resume spans Europe and Asia Pacific.

Most recently, Mr. Zobel served as CEO and chairman of the board of German eyewear group Eschenbach Optik GmbH. Before this, he was the general manager of Asia Pacific at Puma.

Now, Mr. Zobel will use his understanding of the consumer cycle to bolster Rosewood's retail and ecommerce growth and development.

As the brand which recently refreshed its ESG framework ([see story](#)) works to implement customer-centric offerings, the new chief operating officer will help with this progress globally and within guest experience teams.

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