

Hyatt Appoints Brigitta Witt Vice President, Environmental Affairs

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Witt to Develop Corporate Environmental Policy

Hyatt Hotels & Resorts has announced the appointment of Brigitta Witt to the new role of vice president, environmental affairs. Witt will assist with the development of a corporate environmental policy that addresses Hyatt's commitment to minimizing the impact that its hotels have on the environment. The policy she creates will focus on awareness and education to promote and reinforce a culture of environmental consciousness through all of facets of Hyatt's global operations. Witt reports to John Wallis, senior vice president of product and brand development, Global Hyatt Corporation.

'Brigitta will play a vital role at Hyatt,' said Wallis. 'As a company we are committed to protecting our natural environment, to the comfort and well-being of our guests and to respecting the communities in which we operate. Environmental sustainability will be at the core of everything that we do - from the design and construction of our hotels, to the products in our guest rooms, to the efficient use of natural resources. But the key to our success will be the 90,000 environmental ambassadors that we have around the world in our associates. As a global company, we are developing a consistent company vision to share best practices that build on the environmental programs that are already underway in many of our hotels around the world. As a passionate advocate for personal and corporate environmental responsibility, Brigitta will partner with all of our associates as we dedicate ourselves and Hyatt to an expanded journey towards global sustainability.'

Witt brings to Hyatt more than a decade of experience in marketing, change management and strategy consulting. Most recently she was senior director of business development and general manager for GreenDimes, an organization dedicated to reducing the production and eco-strains of junk mail. Her responsibilities included managing daily operations and establishing partnerships with global companies and organizations.

Witt has spent the greater part of her professional career developing and implementing large-scale programs and initiatives at a variety of organizations, ranging from global corporations and state governments to Silicon Valley start-ups. At Wayport, Inc. she managed the deployment of company technology and WiFi connectivity to over 8,000 restaurants for their largest client, McDonald's Corporation. For Epylon Corporation she implemented a strategic sourcing program for the New York City Board of Education, and in the early stages of her career, she developed marketing alliances for Hyatt International Corporation.

Witt holds a Bachelor of Arts degree in Communications from the University of California, San Diego and a Master of Science degree in Integrated Marketing from Northwestern University.

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