

## Fairmont Announces Key Appointments Overseas

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Taking on new roles within the company are Steven Jones, vice president, design & construction, Middle East & Africa, Paul Nelson, regional director, brand marketing, Europe, Africa & Middle East, and Trudy Moreno, director, sales & marketing, Fairmont Beijing.

With several development projects underway in the Middle East and Africa, Jones will be responsible for upholding Fairmont's design and construction standards, as well as overseeing major capital investment projects within the region. Working alongside various internal functional groups, Jones will also oversee the day to day activity of all design and construction initiatives in the region, ensuring all are on budget, competitive, and executed in a timely fashion. Jones most recently held the position of vice president, Intercontinental Hotels Group, Middle East & Africa and brings over 16 years of design experience to his new role.

Nelson's recent appointment will see him responsible for the development of Fairmont's marketing communication plans in Europe, Africa & Middle East. As part of this newly minted role, Nelson will also be responsible for brand management and leveraging the Fairmont brand in all elements and aspects of the company's operations overseas. Most recently, Nelson held the position of global marketing manager, Europe, Africa & Middle East at American Express.

Another new addition to Fairmont is Moreno, who brings over 24 years of experience to the Fairmont Beijing. In her new role, Moreno will be responsible for implementing an aggressive marketing plan at Fairmont's flagship hotel in China, the Fairmont Beijing, which is expected to open later this year. She will also guide the media planning and spending for the hotel, while also overseeing the management of property specific marketing collateral. Moreno joins Fairmont from the Intercontinental, Doha Qatar where she served as director of marketing and sales.

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