

Joie de Vivre Reinforces Management Structure for Continued California Expansion

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Major Shift with Executive Personnel Allows for Stronger Southern Presence

In anticipation of upcoming growth into 10 new California markets before the end of 2008, Joie de Vivre Hospitality (JdV) has announced a dramatic shift with its executive team and corporate-level staff.

With nearly 30 hotels in Northern California, JdV has been considered the largest operator of independent hotels in that region for almost a decade and adding to that in 2008 will be hotels in Sunnyvale, Santa Cruz, Big Sur, Sacramento, Santa Clara, Berkeley and Oakland. Over the next five years, JdV plans to double its 35 hotels with the majority of that growth happening in Southern California. The company is already represented in Brentwood/Westwood, Studio City, Huntington Beach, and Long Beach and plans to expand to locations in West Hollywood, Costa Mesa and San Diego are well underway (with the takeover of hotels in Venice Beach and Laguna beach currently in progress).

The realization of this aggressive California expansion strategy will position JdV as the second largest boutique hotelier in America, necessitating strong executive leadership. In addition to hotel operations and restaurant experience, a critical component for JdV (particularly in a time of growth) is knowledge surrounding the company's well-known design and creative processes. Fitting that mold is former senior vice president of new hotel operations (and thirteen-year JdV veteran), Ingrid Summerfield, who has rejoined JdV as Executive Vice President and Chief Operating Officer. Her extensive experience and tenure will help Joie de Vivre continue to grow as opportunities arise around the Golden State.

Providing executive representation in Southern California is nine-year JdV veteran, Fred DeStefano, who has been named Executive Vice President for that region, leading the area's development team. Senior Vice President of Operations Karlene Holloman has been promoted to oversee the Northern California region for the company. Holloman will manage Northern California operations with three VPs reporting to her, (David Curell, Mark Polochak and Eric Paul), each of whom are responsible for all hotels in the Northern California territory. Leading the expansion strategy, Christian Strobel, formerly the Senior Vice President of Development and Real Estate, has been promoted to Chief Development Officer. Strobel will continue to oversee the development department and lead strategy surrounding JdV's growth.

Finally, over the last fourteen months, JdV has also made significant changes in regard to its Food & Beverage infrastructure, bringing the company from zero in-house professionals to a new headquarters team of five food and beverage experts. Under the leadership of Vice President of Food & Beverage, Dave Hoemann, JdV is expected to open 13 restaurants before the end of Q1, 2009, tripling the number of restaurants it operates. Different from other hotel restaurateurs, Joie de Vivre expects to surprise local and out-of-town diners with its 'hotel' restaurants that offer unique and flavorful experiences. Joie de Vivre's commitment to be a food and beverage industry leader has necessitated the development of this team.

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