

## CEO Profile: Starwood, Van Paasschen both on the move

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If you want to get to know Starwood CEO Frits van Paasschen, grab your running shoes. His version of a power breakfast is a strenuous, 10-mile run at 6 a.m. He runs every day and has run 12 marathons.

Van Paasschen - who prefers to be called "Frits" and rarely wears a tie - took the helm at the \$6-billion-a-year hotel company last September after Starwood's board ousted former CEO Steve Heyer. The board, chaired by Bruce Duncan, spent five months searching for a new CEO. About 60 candidates were interviewed, but van Paasschen was their unanimous choice.

Duncan says that van Paasschen, (pronounced "van passion") 47, stood out because of his "intellectual firepower," success shaping global strategies for consumer products at Disney, Nike and Coors, his likable personality and the aggressive way he promised to tackle the job. Because he lacked hotel experience, he vowed to immerse himself in the industry. Since joining, he's visited 132 hotels in 20 countries and 45 cities.

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