



MAX CERGNEUX NAMED CHIEF DEVELOPMENT OFFICER AND MEMBER OF THE LOUVRE HOTELS' EXECUTIVE COMMITTEE

Named Chief Development Officer, Max Cergneux joins the Executive Committee of the Louvre Hotels Group under the direction of CEO Pierre-Frédéric Roulot.

Louvre Hotel Group has announced the appointment of Max Cergneux as Chief Development Officer. Max brings with him solid experience with over 15 years in corporate and hotel development across the globe. He is a seasoned leader with extensive international background in achieving growth through brand expansions, portfolio transactions, strategic partnerships and acquisitions.

Most recently, Max served as Head of International Corporate Development for Choice Hotels based out of London where he was tasked with setting up focus on international expansion, acquisitions and investment strategy. He has also previously held senior positions at Marriott International responsible for Corporate and Development Finance across all markets in Europe, Middle East and Africa. During that time, he contributed to growth strategies throughout the region and

worked on numerous projects, such as the development of new brands, joint ventures and acquisitions in some of the most important cities in the world.

“Max’s international experience will be instrumental for the development of the Group and our brands in key markets.” stated **Pierre-Frédéric Roulot, CEO of the Louvre Hotels Group.**

A Swiss national, Max Cergneux has lived in some of the biggest cities in Europe, Asia and the Americas. He holds a Bachelor of Science in Chemical Engineering from Worcester Polytechnic Institute in Massachusetts and an MBA from Columbia University in New York.

“I am very excited of the opportunity to contribute and further strengthen the leadership of the Louvre Hotels Group in helping achieve our ambitious goals. It’s invigorating to join such a dynamic team at Louvre Hotels Group and to participate, with Pierre-Frédéric Roulot, in the development of the 2nd largest hotel group worldwide, ” added **Max Cergneux, Chief Development Officer.**

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Louvre Hotels GROUP

About Louvre Hotels Group

The Louvre Hotels Group is a major player in the worldwide hotel industry, whose portfolio today includes over 1600 hotels in 54 countries. It offers a range of hotel stays from 1 to 5 star, with the historical brands of the Louvre Hotels Group: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip, Royal Tulip; the five brands of the Sarovar network in India, the Hôtels et Préférence Group, as well as the Chinese brand Metropolo. The group also has a distribution agreement with Lucien Barrière. The Louvre Hotels Group is an affiliate of Jin Jiang International Holdings, Co, Ltd., the 2nd largest hotel group in the world.

