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## **Denihan Hospitality Group appoints Botts as executive vice president, chief customer officer; Zandee named senior vice president**

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Denihan Hospitality Group has appointed Thomas Botts to the newly-created role of executive vice president, chief customer officer. He reports directly to Denihan's president, David Duncan.

As part of the company's internal integration of all functions relating to customer insight, brand management and revenue channels, Botts will be responsible for developing and executing a holistic approach to Denihan's customers across brands, driving customer acquisition, retention and profitability. He will lead the marketing, sales, revenue management and business intelligence functions.

In a related move, Denihan has named Lisa Zandee to the new position of senior vice president, brand management. She reports directly to Botts.

"Denihan's legacy over the last 50 years in the hospitality business, and 100 years in the service industry in general, has been driven by an acute level of customer-centricity," said Duncan. "We are confident that the thoughtful integration of our brand, marketing and pricing functions will lead to greater profitability, customer satisfaction and loyalty as we continue to grow. I believe Tom's broad experience in sales, customer experience, online distribution and marketing will be an important catalyst for Denihan as we pioneer new approaches to our business model."

Botts comes to Denihan from New York-based Hudson Crossing, LLC, a strategic advisory firm that he co-founded in 2007 to help business owners raise the financial performance of their travel, tourism and hospitality assets. He will remain on Hudson Crossing's advisory council.

Beginning his career in the airline industry, Botts spent 12 years with Delta Air Lines, ultimately serving as General Manager of e-Commerce Revenue Management. He later served as Director, Airline Relations for Hotwire.com, before joining Starwood Hotels & Resorts Worldwide where he served as Vice President of Global Travel Industry Sales and Strategy.

"It is extremely exciting to join Denihan at such a pivotal point in its history and with a management team so deeply committed to the company's tremendous growth potential," said Botts. "I'm looking forward to returning to an operational role, and with one of the industry's most watched players in the boutique segments."

Botts received his B.S in Logistics and Marketing from the University of Missouri. He and his wife Libbie Rice and two children reside in New York City.

As SVP, Brand Management, Zandee oversees all touch points and communications for Denihan's Affinia Hotels and The James brands, as well as the company's luxury independents, The Surrey and The Benjamin in New York City, and other affiliate hotels.

Zandee has served as a full time consultant for Denihan since the Company's acquisition of The

James in 2008, a brand of which she was a founder. She has led the brand management, marketing and public relations for The James since its inception in 2004 - including the launch of The James Chicago, The James New York, and, most recently, The James Royal Palm in Miami.

Prior to forming her own consultancy in 2005, Zandee served as Corporate Vice President of Sales and Marketing for W Hotels Worldwide, where she played an integral role in growing the brand around the world. She began her career at American Airlines and also held senior positions at the luxury Savoy Group in the UK and at Leading Hotels of the World.

"Lisa has been an exceptional leader and creative influence behind The James' success in driving brand advocacy and achieving a sought-after position as a highly competitive force in the luxury boutique segment," said Duncan. "We're delighted that she is joining Denihan full-time and broadening her role across the portfolio."

Both Botts and Zandee will be headquartered at Denihan's Manhattan corporate office.

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