

# Michael Simon from Marriott International elected as HSMIAI Region Europe Sales Executive Advisory Board Chair

On Monday 5th December the HSMIAI Region Europe Sales Executive Advisory Board met at the Steigenberger Frankfurter Hof to discuss further competitive and strategic steps for the group as well as to elect the new Chair and Vice Chair of the Advisory Board.

Alexander Hoerner, the previous chair of this Advisory Board had with great regret to step out of this position due to a change in his career. Formerly the Vice President Sales at Steigenberger Hotel Group, Alexander is now engaged as District Director for Bausparkasse Schwäbisch Hall but will still continue as an advisor for the HSMIAI Region Europe Sales Executive Advisory Board moving forward. HSMIAI Region Europe would like to thank Alexander for his valuable and continuous support.

The new Chair of the HSMIAI Region Europe Sales Executive Advisory will be Michael Simon, General Manager Distribution EMEA & APAC at Marriott International. The Vice Chair will be Juliet Howie, Global Director Strategic Accounts at NH Hotel Group.

“I would like to thank the HSMIAI Region Europe team and the HSMIAI Region Europe Sales Executive Advisory Board for their trust and support,” Michael Simon says, continuing: “The Hospitality Industry is constantly changing and the Sales discipline in a dramatic transition at the moment.

Therefore this is an exciting time to chair the Sales Executive Advisory Board. I believe that the combination of Juliet and myself, of Sales and Distribution, fits perfectly to the dynamic environment of the industry. I look forward to working together with this group of renowned experts in the industry in order to find topics and solutions to induce the Sales talent of the future. With an international reach, HSMIAI Region Europe is the perfect platform to bring that knowledge and support to the Sales force in the field.”

The newly elected Vice Chair of the Advisory Board, Juliet Howie says: “I am very excited and feel honoured about my new role as Vice Chair on the Sales Executive Advisory Board for HSMIAI Region Europe and I look forward to continuing the work that HSMIAI Region Europe, Alexander and the advisory board members have done already, in addition to increasing the scope within the markets and other countries and developing some new projects. Also it will be a privilege to work with our new Chair Michael in collaboration with the other advisory board members and develop a best in class approach toward sales within our profession. ”



As the HSMIAI Region Europe Sales Executive Advisory Board continues to expand by adding more industry thought leaders as its members, Ingunn Hofseth, the President and CEO of HSMIAI Region Europe shows great enthusiasm towards the decisions taken during this meeting. “My team and I are very much looking forward to working together with two such committed and actively supporting members as Michael and Juliet. I am confident about the ambitious input and knowledge they will bring to this Advisory Board,” she says.

The Sales Executive Advisory Board will continue to work on enabling knowledge sharing and connecting the industry. Amongst other things the Advisory Board will focus on the growingly important Event Agencies and MICE segment also in the form of adding representatives from that part of the

industry to the Advisory Board.

**The Sales Executive Advisory Board currently consists of:**

- **Michael Simon**, General Manager Distribution EMEA & APAC, Marriott International (Chair)
- **Juliet Howie**, Global Director – Strategic Accounts at NH Hotel group (Vice Chair)
- **Alexander Hoerner**, District Director, Bausparkasse Schwäbisch Hall
- **Brigitte T. Gruber**, Founder and Managing Director, Reburg & Partners
- **Kerstin Gibert**, Director International Sales, Robinson Club GmbH.
- **John Seaton**, Managing Director International, Cendyn
- **Roland Elter**, Group Commercial Director at Maritim Hotelgesellschaft GmbH
- **Antoine Asselin**, Founder, UpMail
- **Peter Schmidt**, Vice President Sales Germany at Accor Hospitality Germany GmbH
- **Christian Meissner**, Director E-Distribution at Deutsche Hospitality

More advisory board members will be added in the near future.