



OETKER COLLECTION  
*Masterpiece Hotels*

## **Oetker Collection introduces new Senior Vice President Sales, Marketing and Communications**

**September 1, 2020** - Oetker Collection is pleased to announce that Mr. Simon Neggers will join its executive leadership team as Senior Vice President of Sales, Marketing and Communications as of September 7<sup>th</sup>, 2020. In his new role, Mr. Neggers will oversee the global strategy for Oetker Collection's exclusive portfolio of Masterpiece Hotels and Estates. He will be based in the Parisian office of the company.



Dr. Timo Gruenert, CEO, Oetker Collection, commented: “We are really excited to welcome Simon Neggers to the senior leadership team of Oetker Collection. Simon has a very strong background in luxury communications, public relations and marketing, and has built a strong track record in some of the most respected companies of our industry. We got to know Simon as an extremely positive person and a very dynamic and creative leader who strives for excellence and performance. He will for sure be a great partner and mentor for our talented teams in Paris and around the world.”



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Mr. Neggers has over 15 years of experience in luxury hotel communications and brand marketing, most recently serving as Global Vice President of Communications and Portfolio Marketing for the Luxury Brands Group at Marriott International, based in New York. He was appointed to this role in 2016 to help shape the combined group's strategic luxury vision, positioning, narrative, marketing and communications. Additionally, he directed the global public relations strategy for the group's luxury hotel brands including The Ritz-Carlton, St. Regis, W Hotels, EDITION, The Luxury Collection and Bvlgari Hotels.

In 2012, Mr Neggers was recruited to join Starwood Hotels & Resorts in New York, where he rose to the role of Director of Global Communications for St. Regis, W Hotels and The Luxury Collection. From 2008 to 2012, he was Group Public Relations Manager at Maybourne Hotel Group, the parent company of Claridge's, The Connaught and The Berkeley in London, UK. He began his career in public relations at Starwood Hotels & Resorts in New York.

### **About Oetker Collection**

Oetker Collection comprises one of the most exclusive portfolios of luxury hotels in the world. All our hotels are true masterpieces. Located in the world's most desirable destinations, each property is a landmark and an icon of elegance, blending legendary hospitality with genuine family spirit that is unique to Oetker Collection. Carrying on a refined legacy in hosting that originated in 1872, the Collection's mission is to preserve and extend its unparalleled standards through acquisition and management of one-of-a-kind properties.

The current portfolio includes Le Bristol Paris, Brenners Park-Hotel & Spa in Baden-Baden, Hôtel du Cap-Eden-Roc in Antibes, Château Saint-Martin & Spa in Vence, The Lanesborough London, L'Apogée Courchevel, Eden Rock-St Barths, Jumby Bay Island in Antigua, Palácio Tangará in São Paulo and more than 150 private villas and estates around the globe.



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