

## Andreas T. Meinhold

### PRINCIPAL

**Andreas T. Meinhold is principal at Hospitality Advance International since 2012.**

After the successful sale of a luxury brand hotel company as President & CEO, Andreas spent the last 15 years as hotel developer and owner focusing on new construction and operation of Select Service hotels, Hyatt Place and Hilton Garden Inn. As Developer, Owner and Operator for a group of lifestyle hotels, he was recognized with multiple brand awards throughout his ownership. Concurrently he has been a management consultant and asset manager for institutional as well as private investors, owners of adaptive re-use opportunities and underperforming hotel assets in the southeast US and the Caribbean in need of rebranding and capital improvement programs. Most recently he worked on a brand conversion in St Thomas USVI. for a 360-room resort with a 11Million capital improvement and corresponding construction management responsibility, a brand analysis and feasibility study for an Extended Stay hotel on behalf of a developer in Miami and the best-use analysis and feasibility for a 300-key mixed-use development in Fort Lauderdale. He Subsequently was retained to conduct a brand analysis for brand selection and negotiate a management agreement with the operator for this affiliated lifestyle development with hotel and condominium.

He has a proven track record in brand analysis and development, channel distribution, yield optimization and customer relationship management. Instrumental in creating an award-winning human resources culture, his strong leadership skills and ability to mold effective management teams enables team members to achieve an organization's objectives. As President and CEO of Swissôtel Hotels and Resorts from 1993 to 2001, Andreas gained a unique view of global hospitality and positioned the company in the forefront of innovative processes and products, resulting in superb client service and excellent return to shareholders. This luxury collection of worldwide properties with annual revenues exceeding \$800 million was widely recognized for its industry leading blend of "high tech - high touch" service and product philosophy. Mr. Meinhold led a \$100M EBIT turnaround during his eight-year tenure and successfully engineered profitable relations with U.S. institutional investors. Under his guidance, Swissôtel was transformed into parent company SAir Group's most attractive convertible asset and brought about a profitable sale of the company to Raffles International for 17x EBIT. The deal represented globally one of the highest yielding hospitality real-estate transaction in 2001.

Prior to Swissôtel, Meinhold spent 14 years with Williams Hospitality Management in Puerto Rico where he served as vice president and managing director for the iconic properties of El San Juan Hotel and Casino and Condado Plaza Hotel and Casino. Andreas is a Certified Hotel Administrator (CHA), has a Florida CAM (Certified Association Manager) license and has been recognized as "Best Practice Champion" in Revenue Management and Global Sales by Cornell University and American Express, for Best REVPAR performance in 2011 amongst 165 Hyatt Place Hotels, Best Customer Service Award for 2009, 10 & 12 by Hyatt Hotels. In addition, his team was awarded the Trip Adviser Certificate of Excellence from 2009 to 2011. Andreas is a multicultural global leader and the consummate ambassador of his brand. Trained as classic European hotelier, he speaks five languages and resides with his family in Miami, Florida.

Andreas's most recent consulting assignments include:

- A best use analysis for a beach front land parcel in Fort Lauderdale. He successfully concluded the negotiations for the optimal branding and management company for the Ft. Lauderdale Beach project on behalf of the developer with a multinational lifestyle brand..
- An Extended Stay feasibility study for a developer in Miami, today's ABC building. A brand conversion in St Thomas, USVI for a 360-room resort with a 10.5 Million capital improvement and corresponding construction management responsibility.
- He was actively involved in the design and development of the hotel and condominium portion for the mixed-use development Espirito Santo Miami, today's Conrad hotel.

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