

Alessandra Leoni appointed to Head of Commercial at Resident Hotels

A natural for spotting talent and an advocate for Government apprenticeships

After a decade of service to the brand, Resident Hotels has appointed well-respected Alessandra Leoni to Head of Commercial, a new senior role for the company.

With a lifelong passion for the leisure and hospitality industry, Alessandra has extensive hotel experience having worked in sales and operations roles for some of the world's most recognisable brands. Alessandra spent the early part of her career based in Washington D.C. working for Mandarin Oriental and Four Seasons before moving to London and joining the Resident Hotels team.



Extremely comfortable juggling large priorities, Alessandra will oversee revenue, sales, marketing, IT & commercial systems, and procurement functions as well as the Commercial team management and development. The role will report directly to CEO, David JM Orr.

After four years leading a successful revenue function for Resident Hotels, the new role will also involve strategic decision making and delivering commercial solutions that are supportive of the brand values and company culture.

Alessandra has a notable reputation for spotting talent for Resident Hotels. Celebrating 10 years with the company later in 2021, Alessandra is accomplished at recruiting new team

members from bars, cafes and restaurants she's visited, with new hires going on to excel within the business.

Alessandra is also a strong campaigner for participating in Government apprentice programmes, advocating for team members to undertake reception qualifications and business administration courses. Under Alessandra's leadership and supported by Resident Hotels, the brand's revenue executive has achieved two apprentice qualifications after joining the company as a receptionist.

Alessandra Leoni, Head of Commercial at Resident Hotels said: "Like the rest of the hospitality industry, we know we have an important year ahead of us, starting with the reopening of our five hotels in May. Although the Head of Commercial role has financial and revenue targets, I am also acutely aware that reopening our hotels means a lot for our people and it is important that we get this right. This is going to be one of the biggest and hopefully the most rewarding parts of the first year of my new role.

"Finally, I am a firm believer that we can create the next generation of hospitality leaders and infuse them with the knowledge and skillset for the business, across any department, and make both the business successful as well as being socially involved in their development".

David JM Orr, CEO of Resident Hotels commented on the appointment saying "At Resident Hotels our culture is based on supporting our leaders and teams to thrive. The Head of Commercial role is recognition of a recovery and growth plan for our business and Brand, underpinned by developing in house talent within a collaborative structure. I am very excited to see Alessandra progressing with this new role as we look to reopening our hotels from the 17th May 2021".

Alessandra officially started the role of Head of Commercial in February 2021.

For more information on The Resident, please visit <https://www.residenthotels.com/>

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About Resident Hotels Ltd:

Resident Hotels Ltd is a privately owned hotel company, that re-branded as The Resident in February 2020 with the support of its owners and majority shareholders, Mactaggart Family Partners, led by Sir John Mactaggart.

The Resident is a personable brand of five distinctive city centre hotels (four in London and one in Liverpool) providing excellent rooms, in exceptional locations with heartfelt hospitality. All five hotels receive exceptional guest appreciation, with The Resident Covent Garden ranking #2 out of 1,100 London hotels on TripAdvisor (September 2020).

The Resident has recently refurbished its lounges and refreshed all rooms with hand-picked and often handmade British and European furniture. Each room has a concealed mini-kitchen and an in-room grocery service is available for guests.

Headquartered in London, Resident Hotels is headed by CEO David Orr, who joined the company in March 2018. The Resident currently offers 379 rooms and plans to expand with an additional 1200/1500 rooms in the UK in the next seven years. If you have a development opportunity, please contact David directly at David.orr@Residenthotels.com

For more information, please visit our website at residenthotels.com. In addition, you can connect with us on Facebook, LinkedIn, Twitter and Instagram.