

# Jumeirah Group announces sales and marketing appointments



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October 12, 2012, 2:34 pm -- /[EPR NETWORK](#)/ -- Jumeirah Group, the global luxury hospitality company and a member of Dubai Holding, is pleased to announce several key appointments for its Sales and Marketing team.

Christian Hellot is appointed as Director of Sales & Marketing for Jumeirah Creekside Hotel, the arts and lifestyle [Dubai hotel](#). Prior to joining Jumeirah Group, Christian worked for Intercontinental Hotels where he held the post of Regional Vice President of Sales and Marketing for their properties in Florida and in Beverly Hills. Christian began his career in Sales in 1992 with JW Marriott in Los Angeles; he then relocated to Dubai in 2008 with Sofitel as pre-opening Director of Sales and Marketing with their Jumeirah beach property, before being promoted within the Accor group to Cluster Director of Sales and Marketing in 2011.

In Rome, Loredana Brescia is the new Director of Sales & Marketing for Jumeirah Grand Hotel Via Veneto. Loredana has 20 years of experience in the hospitality industry. Prior to joining Jumeirah, Loredana was Director of Sales and Marketing for NH Lingotto in Turin; she has also worked for Le Meridien and Forte Village Resort in Turin, Rome and Sardinia, and for various tour operators around the world. An Italian national, she is fluent in English, French and Spanish. In her role, Loredana will oversee all marketing, sales and public relations activities for the [hotel in Rome](#).

Jumeirah Messilah Beach Hotel & Spa in Kuwait has announced the appointment of Stéphane de Robien as Director of Sales & Marketing. A French national, Stéphane has 20 years of sales and marketing experience for luxury hotels. He started his career with Forte Hotels in Paris then worked as Director of Sales and Marketing for several luxury resorts on the French Riviera, including the Negresco in Nice from 2004 until 2008. In 2009, he launched the Garrigae Resorts brand in Southern France; then was appointed Group Director of Sales & Marketing for Palmeraie Hotels & Resorts, a Moroccan luxury resort group based in Marrakech. Prior to joining Jumeirah, he was Director of Sales and Marketing for Melia Hotels International in charge of Opening Melia Zanzibar. He studied in École des Cadres Business School, and holds a degree in management of hotels and tourism companies from CEFSI/INFATH Paris. Jumeirah Messilah Beach Hotel & Spa in Kuwait is expected to open in Winter 2012/2013.

Finally, Grosvenor House Apartments by Jumeirah Living in London has appointed Steve Thorne as Director of Sales & Marketing. A British national with over twenty years of experience in the hotel, lettings and serviced residence sectors, Steve brings a wealth of experience to the role. Prior to his appointment, Steve held numerous senior leadership positions at high-profile global residence operators such as Oakwood, IHG and Ascott. He has also honed his expertise as a brand director, working on several brand launches, strategic repositioning and commercial strategies for widely-acclaimed residence brands such as Citadines, Staybridge Suites, Somerset and Ascott. Steve will be tasked with further developing the Sales & Marketing strategy for this new and unique concept in [serviced apartments in London](#).

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### **About Jumeirah Group**

Jumeirah Group, the Dubai-based luxury hospitality company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts. Jumeirah Hotels & Resorts includes the Jumeirah at Etihad Towers [hotel in Abu Dhabi](#); Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Creekside Hotel, Jumeirah Emirates Towers, Jumeirah Zabeel Saray and Madinat Jumeirah; Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives; Jumeirah Himalayas Hotel in Shanghai; Jumeirah [hotel in Frankfurt](#), Germany; Jumeirah Grand Hotel via Veneto in Rome; Jumeirah Port Soller Resort & Spa in Mallorca; Pera Palace Hotel, Jumeirah in Istanbul; as well as Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London.

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