



## **VIRGIN HOTELS EXPANDS LEADERSHIP TEAM WITH THREE KEY HIRES**

*Sir Richard Branson's Lifestyle Hotel Brand Appoints New Director of Development, Director of Food & Beverage Marketing and Director of People*

Miami, FL (June 24, 2019) — Virgin Hotels, the lifestyle hotel brand by Sir Richard Branson, is pleased to welcome three new members to its corporate leadership: Vanessa Mange as Director of Development, Lena Sotnick as Director of Food & Beverage Marketing and Bobbie Mesa as Director of People.

“With so many key openings in our immediate pipeline, we’ve reached a pivotal moment for the brand,” said Raul Leal, CEO of Virgin Hotels. “We’re thrilled to add Vanessa, Lena and Bobbie to our executive team, and look forward to the creative contributions they will undoubtedly bring to their respective roles.”

Director of Development Vanessa Mange brings years of global experience to the role. Prior to joining Virgin Hotels, Mange worked for Kimpton Hotels where she oversaw global brand assessment and development initiatives, as well as corporate finance and asset management. During her time with Kimpton, Mange successfully established a brand footprint in Latin America and supported growth across Europe, Greater China, and AMEA. In addition to bringing a keen eye to the Latin American market in her role at Virgin Hotels, Mange will work closely with the greater development team on all future Virgin Hotels development plans across the Americas. A graduate of Cornell University, Mange holds a Bachelor of Science from the School of Hotel Administration and a Minor in Real Estate Finance. She has lived in Turkey, Israel, Switzerland, Ethiopia and Spain, and is fluent in French and Spanish in addition to English.

Lena Sotnick brings extensive knowledge and experience to the role of Director of Food & Beverage Marketing for Virgin Hotels. Sotnick will be responsible for all of the marketing strategies for the various food & beverage outlets within Virgin Hotels’ portfolio. Sotnick will work closely with the greater marketing team to strategically drive growth and awareness of the food & beverage outlets. Sotnick joins Virgin Hotels from sbe Group, where she served as the Director of Marketing. A graduate of Arizona State University with a Bachelor of Arts in Communications, Sotnick has worked with a number of internationally recognized brands such as Steven Kamali Hospitality, SLS Hotels, Nobu Hotel & Eden Roc Miami Beach and Delano South Beach.

Bobbie Mesa is a certified Human Resources professional who brings over 18-years of experience to the role of Director of People. In this position, Mesa will work closely with the Vice President of People to nurture and bring the Virgin Hotels company culture to life. Mesa joins the team from d-ream where she designed and implemented the human resources function for four new restaurant concepts. Prior to d-ream, she worked at Acqualina Resort & Spa, Zuma, Canyon Ranch Hotel & Spa and The Alexander Hotel. A graduate of Florida International University, Mesa holds both a Bachelor of Science in Hospitality Management and a Master of Science in Human Resources Management. Soon after Graduate School, Bobbie continued

her education and received her certificate in Human Resources Management from the University of Miami in 2008.

Virgin Hotels debuted with the opening of Virgin Hotels Chicago in 2015 and their second property, Virgin Hotels San Francisco, opened in early 2019. Virgin Hotels Dallas is slated to open late 2019, with Nashville, New York City, and Las Vegas to follow in 2020. The brand has broken ground in New Orleans and Edinburgh, UK and announced forthcoming hotels in Palm Springs and Silicon Valley.

To learn more about Virgin Hotels, visit [www.virginhotels.com](http://www.virginhotels.com). To learn more about future developments, please visit <https://development.virginhotels.com/>.

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**About Virgin Hotels:**

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with a track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 40 years. Each property intermixes a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Virgin Hotels Chicago - named the "#1 Hotel in United States" in 2016, and "#1 Hotel in Chicago" in both 2016 and 2017, by the Condé Nast Traveler's Readers' Choice Awards. Virgin Hotels San Francisco is now open. Locations in Nashville, Dallas, New York, New Orleans, Silicon Valley, Palm Springs, Edinburgh, Las Vegas and others are to follow. Virgin Hotels continues to explore hotel and office conversions as well as ground-up development in cities such as Boston, Los Angeles, Miami, Austin, Seattle, and London.

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