

FOR IMMEDIATE RELEASE



VIRGIN HOTELS ANNOUNCES KEY ADDITIONS TO CORPORATE LEADERSHIP TEAM

Growing Lifestyle Hotel Brands Appoints New Vice President of Sales and Vice President of Finance

Miami, FL (November 5, 2019) — [Virgin Hotels](#), the lifestyle hotel brand by Sir Richard Branson, is pleased to welcome two new members to its corporate leadership team: Vice President of Sales Leslie Kaminski and Vice President of Finance Rory Lowe.

“Both Leslie and Rory bring fantastic well-rounded insight that will be invaluable to our team. Their passion and expertise in the hospitality industry will be a tremendous asset as we continue to enhance our operational strengths across all disciplines and gear up for an exciting 2020,” stated Raul Leal, CEO of Virgin Hotels. “We’re very excited to welcome these two key team members to the Virgin family.”

Leslie Kaminski brings over 20 years of sales experience to this new position. She will be responsible for ensuring that all sales opportunities are being executed and that each strategy is being met. Before joining Virgin Hotels, Kaminski served as Vice President of Global Sales at Two Roads Hospitality where she oversaw a team of sales directors responsible for transient sales and new hotel business development in nine countries and across five lifestyle brands. Previously, Kaminski served as Senior Director of Global Luxury Sales at Two Roads Hospitality, as well as worked in sales for Destination Hotels, Gaylord Texan, and Hilton.

Rory Lowe will also be joining the Virgin Hotels team from Two Roads Hospitality, where he previously served as Vice President of Finance overseeing Canada and the Eastern and Central United States. At Virgin Hotels, Lowe will work directly with other senior leaders to drive profitability at Virgin Hotels and provide financial leadership for all forthcoming openings. In his role at Two Roads Hospitality, Lowe oversaw the complex integration of their portfolio onto Hyatt’s financial platforms and shared services environment. Prior to his years with Two Roads Hospitality, Lowe held several finance and food & beverage leadership roles with both Kimpton Hotels & Restaurants and Marriott International. Lowe holds an MBA from Cornell University.

This announcement precedes the brand’s next opening, a new-build property in Dallas that will debut in December and comes just after the reveal of the latest project: expanding the brand footprint to Miami, where the corporate team is headquartered.

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

Photo of Leslie Kaminski:

https://www.dropbox.com/s/t4xkmhaic5ag6za/102617Leslie_Kaminski056.jpeg?dl=0

Photo of Rory Lowe: https://www.dropbox.com/s/ro8w9e3nk9bjlws/IMG_5917.jpeg?dl=0

###

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. Both Virgin Hotels Chicago and Virgin Hotels San Francisco are now open, and locations in Nashville, Dallas, New York, New Orleans, Palm Springs, Edinburgh, Miami, 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, Austin, Seattle, and London.

Press Contact:

The Door
virginhotels@thedoeronline.com

Ana Lanzas
ana@virginhotels.com
305-798-3932