

FOR IMMEDIATE RELEASE



VIRGIN HOTELS ANNOUNCES NEW CHIEF DEVELOPMENT OFFICER

J. Gregor (“Greg”) Doman Brings 20 plus years of experience to the Growing Virgin Hotels Brand

Miami, FL (January 24, 2022) — [Virgin Hotels](#), the lifestyle hotel brand by Sir Richard Branson, is pleased to welcome J. Gregor (“Greg”) Doman as Chief Development Officer. Greg will be responsible for setting and implementing Virgin Hotels’ global growth strategy, identifying opportunities in key markets, and structuring transactions that work for Virgin Hotels and its Owner/Developer partners. Greg will also spearhead Virgin Hotels entrance into the branded residential business. He will be working in tandem with the Chief Executive Officer, Executive Committee and the Development team to carry out the duties in his new role.

“Greg Doman’s proven success and robust experience in transactions and business development is an exciting new addition to our talented team,” stated James Bermingham, Chief Executive Officer of Virgin Hotels. “We look forward to engaging his vision and talents as we grow the Virgin Hotels and residential brands.”

Before joining Virgin Hotels, Greg served as Senior Vice President, Development at Accor, where he led development for North and Central America as well as the development of luxury and upscale brands in South America. Greg’s tenure at Accor also included leading the global residential business. Prior to Accor, Greg led development for the Americas and the Global Residential business at Fairmont Raffles Hotels International (FRHI). “I am thrilled to join the Virgin Hotels team at such a transformational time for the company and for our industry – I look forward to driving success and growth for Virgin Hotels and its expansion into the branded residential business,” said Greg

Greg earned his Master of Business Administration from the J.L. Kellogg Graduate School of Management at Northwestern University.

To learn more about Virgin Hotels, visit 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 the track record of innovation and smart disruption that Sir Richard Branson’s global Virgin Group has pioneered for over 50 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 "No. 1 Hotel in the United States" in 2016 and "No. 7 Hotel in Chicago" in 2021 by the Condé Nast Traveler's Readers' Choice Awards - Virgin Hotels Dallas - named the "No. 5 Hotel in Texas" - Virgin Hotels Nashville – voted the No. 2 in Nashville, Virgin Hotels New Orleans and Virgin Hotels Las Vegas are now open. Locations in New York, Miami, Edinburgh and Glasgow to follow. Virgin Hotels continues to explore hotel and office conversions and ground-up development in Boston, Los Angeles, Austin, Seattle, London and more.

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