

FOR IMMEDIATE RELEASE



**VIRGIN HOTELS ANNOUNCES JASON DOEBRICH AS NEW  
VICE PRESIDENT OF INFORMATION TECHNOLOGY**

*Hospitality Technology Veteran Brings Over 20 Years of Experience to the  
Virgin Hotels Brand*

**Miami, FL (April 12, 2022)** — [Virgin Hotels](#), the luxury lifestyle hotel brand by Sir Richard Branson, is pleased to welcome Jason Doebrich as Vice President of Information Technology. Doebrich, who is based in Miami, will be responsible for the brand's continued growth and innovation in the technology space. Jason brings more than 20 years of leadership excellence in information technology services, including executive management, compliance, system architecture and project management.

"We are thrilled to bring Jason's enthusiasm and extensive experience in hospitality technology to our rapidly growing brand and team," states James Bermingham, Chief Executive Officer of Virgin Hotels. "We're looking forward to utilizing his expertise as the brand expands into new markets and evolves its technology programming."

Prior to Virgin Hotels, Jason served 12 years as Director of Information Technology and Telecommunications for the Mandarin Oriental Hotel Group. In the last year of his tenure, Doebrich served as Corporate Director of Information Technology and Telecommunications for brand's Americas region, which included six hotels over three continents. In this position, Jason led a large team managing IT support for operating hotels as well as leading development projects and the opening of several world class properties. Before his 13 years with Mandarin Oriental Hotel Group, Doebrich oversaw technology for Morgan's Hotel group where he served as Regional Director of Technology. In this role, Doebrich oversaw technology at two world-class South Beach Hotels (Delano & Shore Club), including three restaurants, two spas, multiple bars, and lounges.

Doebrich holds a Bachelor's degree from Florida State University in Information Systems. He is a past president and current board member of the Hospitality Financial and Technology Professionals (HFTP) South Florida Chapter and a current board member for the University of South Florida's Cybersecurity for Executive Certificate Program.

Find high-resolution image of Jason Doebrich [linked here](#).

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/>.

###

**About Virgin Hotels**

Virgin Hotels is a luxury lifestyle hospitality brand that combines heartfelt service and a personalised hotel experience inspired by the 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, design, and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travellers and locals alike. The current portfolio includes five hotels—Virgin Hotels Chicago, Virgin Hotels Dallas, and Virgin Hotels Nashville, all voted in the top ten Condé Nast Traveller's Readers' Choice Awards in 2021, and newly opened Virgin Hotels New Orleans and Virgin Hotels Las Vegas. Locations in Edinburgh, Glasgow, and New York City are scheduled to debut in 2022, followed by Miami in 2025. In addition, Virgin Hotels continues to explore hotel, conversions, and ground-up development in Boston, Los Angeles, Austin, Philadelphia, Seattle, London, and more.

**Press Contact:**

National:

BPCM

virginhotels@bpcm.com

Brand:

Ana Lanzas

ana@virginhotels.com

305-798-3932