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## PRESS RELEASE

# Radisson Hotel Group Appoints Kristen Richter as Senior Vice President and Chief Commercial Officer for the Americas

[Radisson Hotel Group](#) today announced the appointment of Kristen Richter as Senior Vice President and Chief Commercial Officer in the Americas. Richter previously served as Vice President, Revenue Optimization for the Americas at Radisson Hotel Group. In this new role, she will work to further increase performance and executional excellence for the Americas' Sales, Revenue Optimization, Marketing, and Contact Center teams, as well as focus on the collaboration and alignment with Operations, Development, and global revenue generating teams around the world.

"Kristen has gone above and beyond since joining Radisson Hotel Group and has proven herself as a leader driving our overall Revenue Optimization vision while unifying our teams," said Ken Greene, president, Americas, Radisson Hotel Group. "It is an honor to have Kristen as a part of our company and we are thrilled she is taking on this new role. Her wealth of knowledge from two decades of experience in the hospitality industry will accelerate our growth, building upon the success of Radisson Hotel Group."

In her role as Vice President, Revenue Optimization for the Americas, Richter worked to define new best practices and led the Revenue Optimization team, which includes Revenue Strategy, Revenue Optimization Services and Revenue Systems. These teams play a critical role in driving and maximizing revenue through defining strategic initiatives, executing programs to increase market share performance and implementing revenue management systems for franchised and managed hotels in the Americas.

Prior to joining Radisson Hotel Group, Richter spent 11 years with Wyndham Hotels & Resorts where, in her most recent role, she led the entire global revenue management department overseeing all facets of revenue management for all brands. During her time heading the department, Richter led the re-engineering and re-launch of the franchise revenue management service program and directed the creation of the strategic promotions program. She has also held leadership positions at Hilton and Avis Budget Group.

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### ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ is one of the world's largest hotel groups with seven distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson and Country Inn & Suites® by Radisson. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club Carlson<sup>SM</sup>), a global rewards program that



delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped meeting and event venues featuring fast free Wi-Fi, A/V technology and on-site contacts designed to make every event unique. More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit [www.radissonhotelgroup.com/media](http://www.radissonhotelgroup.com/media).

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