

Hospitality Interiors

Preferred Hotel Group enhances female leadership in Europe with three promotions



Preferred Hotel Group – the family-owned company that manages and operates global travel and hospitality brands including Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, Historic Hotels Worldwide, PHG Consulting, and Beyond Green Travel – is pleased to announce three leadership promotions: Brenda Collin, (pictured) based in London, takes the reins as Executive Vice President of Europe; Roberta Possenti, based in Milan, is promoted to Vice President of Europe; and Mari Carmen Marin, based in Madrid, steps into the role of Account Director of Southern Europe. Coming at a pivotal moment as travel restrictions start to ease across Europe, these promotions will fuel continued growth and exposure for the company, its brands, and its diverse member hotels across the region.

"It is inspiring to work alongside such dedicated and talented women, and I am thrilled to elevate Brenda, Roberta, and Mari Carmen to new leadership positions," said Lindsey Ueberroth, CEO of Preferred Hotel Group. "As we navigate through this recovery phase and beyond, we look forward to leveraging the expertise and strategic foresight of these passionate hospitality professionals who have contributed to our company's expansion and success in the region over the past two decades to capitalise on so many opportunities for our brands and our member hotels."

As Executive Vice President of Europe, Brenda Collin oversees the growth and evolution of the Preferred Hotels & Resorts and Beyond Green brands in Europe, which have a collective membership of more than 200 properties across 25 countries and directs the efforts of the company's team of more than 30 associates in the region. During her eight-year tenure with Preferred, Brenda has held the positions of Regional Director; Managing Director of the U.K., Ireland, Nordics, and the Netherlands; and, most recently, Senior Vice President of Europe. A recognised leader in the hospitality space with more than 30 years of experience, Brenda has helped grow Preferred Hotels & Resorts' European footprint by onboarding more than 50 new member hotels and adding 20 new destinations to its global portfolio. She is also a proud supporter of charities such as Hospitality Action, currently holds the position of Chair for the London branch of the Institute of Hospitality, and is a founding member of LeadingHôtelières, a new coalition by HoteliersGuild that aims to accelerate the path to improved gender equality in the hospitality industry. Brenda reports directly to Michelle Woodley, President of Preferred Hotel Group.

In her new position as Vice President of Europe, Roberta Possenti will collaborate with Brenda in support of her strategic efforts to drive retention and development in Europe. Roberta, who was currently nominated to join the HSMAI Europe Board of Directors, has worked with Preferred Hotel Group for more than 19 years. Most recently, she held the position of Managing Director of Southern Europe, where she was instrumental in generating significant awareness for the Preferred Hotels & Resorts brand among trade and leisure audiences, and was responsible for signing more than 40 world-renowned independent hotels and resorts in city and resort destinations across Italy, Greece, and Malta to brand's global portfolio. Prior to joining Preferred, Roberta spent 10 years specialising in hospitality sales, specifically managing corporate, leisure, and group sales efforts for Starwood Hotels & Resorts and Hilton Hotels & Resorts.

As Account Director of Southern Europe, Mari Carmen Marin is tasked with the retention of member hotels within the Preferred Hotels & Resorts portfolio throughout Spain and Portugal. Mari Carmen reports directly to Roberta and works closely with the wider European team to support hotel engagement with Preferred's I Prefer Hotel Rewards loyalty programme. Mari Carmen joined the company in 2012 and has held various roles including Executive Assistant, Project Manager of Europe, and most recently Senior Manager of Corporate Projects.