

5 minutes with LINDSEY UEBERROTH

We talk travel with President and CEO of Preferred Hotels & Resorts.

What do you love most about your work? Honestly, I love everything about it. My profession is my passion so I don't look at it as 'work'. I've always loved to travel – I find it very intellectually stimulating. You get to interact with people all over the world and it gives me a sense of global connectedness that I really appreciate.

How do you measure success? I think there are three ways. There are the numbers, of course – you have the measuring stick of profit and revenue – but then there are the other two ways: people and partners. For me, our company without the people wouldn't really matter. It's what keeps me awake at night: can we hire and retain the best people in the business? I'm pretty proud of our retention rates; I measure that as a success factor. And we



have partners with the same retention, longevity and engagement as us. It's a three-pronged approach, but it all adds up to success.

What makes a good leader? A good leader needs to have a vision: where they're going, why they're going there and how they'll get there. They also need to be humble, have integrity, and be willing to innovate without the fear of failure. And they need to have a sense of humour, because leadership isn't always easy.

Your favourite quote? "People may not remember what you say, but they'll never forget the way you made them feel." I think this is particularly relevant to the hospitality industry.

Favourite countries in the world? India, South Africa, and Bhutan. I love destinations that make you feel something – you leave a changed person – they leave an imprint on your soul.

What's your vision for Preferred Hotels? I want to make our company logo – the pineapple – as famous as some other iconic logos, like the Nike swoosh. That when people see it they know they're getting a one-of-a-kind, unique hotel experience. If people can associate with a symbol, you take language out of it and I think it becomes an emotional approach. When you can get to people's hearts, versus their minds, that's the goal.