

Current global head of technology elevated to newly created role

CHICAGO (October 3, 2016) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced Hyatt has selected Alex Zoghlin as global head of data, innovation and business transformation. Zoghlin will assume his new role on October 17 and report to Mark Hoplamazian, president and chief executive officer.

“Alex’s new role derives from our continued commitment to enhance our understanding of consumer trends and our responsiveness to the needs of our guests,” said Hoplamazian. “Alex has a proven track record of navigating industry disruption. His growth mindset will help lead Hyatt forward into this next chapter of discovery, one that’s anchored in data and insights and chartered by design thinking and innovation.”

Zoghlin moves into the newly created position three years after joining Hyatt as the global head of technology. A lifelong entrepreneur, he is the founder of five technology companies, including Orbitz, for which he also served as chief technology officer. Prior to entering the private sector, Zoghlin spent four years in the U.S. Navy.

“It’s an exciting time in our industry that also presents tremendous opportunities,” said Zoghlin. “I’ve long believed in the ability of technology to help Hyatt ‘scale care,’ and now I look forward to tapping into the data and analytic resources available to better meet the needs of our guests, support our 100,000 colleagues and serve our partners worldwide.”

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation (NYSE: H) and/or one or more of its affiliates.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 12 premier brands and 667 properties in 54 countries, as of June 30, 2016. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the **Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Andaz®, Hyatt Centric™, The Unbound Collection by Hyatt™, Hyatt Place®, Hyatt House®, Hyatt Ziva™, Hyatt Zilara™** and **Hyatt Residence Club®** brand names and have locations on six continents. For more information, please visit www.hyatt.com.

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