Hyatt Newsroom

Weber has served as interim global communications lead since July 2021

CHICAGO (December 9, 2021) – Hyatt Hotels Corporation (NYSE: H) today announced the appointment of Franziska Weber as senior vice president and head of global communications, effective immediately. Weber, who joined Hyatt in 2017, will oversee integrated global communications across all stakeholder groups for the company. She will report to Mark Vondrasek, Hyatt's chief commercial officer.

"At Hyatt, we create true personal connections, and the communications function is critical to reaching our stakeholders on their preferred terms," said Vondrasek. "Truly listening is an expression of our company purpose, to care for people so they can be their best. From day one, Franziska has infused care, empathy and her global perspective to elevate communications at Hyatt, and we are expertly positioned under her leadership."

Weber began her communications career at Lufthansa Group in her homeland of Germany. Prior to joining Hyatt, she worked for Weber Shandwick and Gagen MacDonald, advising clients on internal and external communications, business transformation and culture change efforts. After joining Hyatt in 2017 to lead internal communications, Weber's role quickly expanded to include oversight of corporate and strategy communications. Since taking on interim leadership of Hyatt's global communications function in July 2021, she has overseen communications for the launch of Hyatt's Environmental Social Governance (ESG) framework World of Care, the Thompson Hotels brand's Culture Lives Here campaign and Hyatt's acquisition of Apple Leisure Group, which created one of the largest collections of luxury all-inclusive resorts in the world.

"I am honored and grateful for the opportunity to lead Hyatt's communications function at such a pivotal time for the hospitality industry," said Weber. "As travel returns and the world reconnects, my team and I are excited to shape Hyatt's purpose-driven narrative for the future, helping position the company as an employer of choice and preferred brand for guests, World of Hyatt loyalty members, customers, investors and owners."

In her role, Weber will lead integrated communication initiatives supporting Hyatt's strategic growth vision, its role as a leader in the luxury all-inclusive space as well as Hyatt's commitments to diversity, equity and inclusion (DE&I) and holistic wellbeing.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of September 30, 2021, Hyatt's portfolio included more than 1,000 hotel and all-inclusive properties in 69 countries across six continents, and the acquisition of Apple Leisure Group added 96 properties in 10 countries as of November 1, 2021. Hyatt's offerings include the Park Hyatt®, Miraval®, Grand Hyatt®, Alila®, Andaz®, The Unbound Collection by Hyatt®, Destination by Hyatt™, Hyatt Regency®, Hyatt®, Hyatt Ziva™, Hyatt Zilara™, Thompson Hotels®, Hyatt Centric®, Caption by Hyatt, JdV by Hyatt™, Hyatt House®, Hyatt Place®, UrCove, and Hyatt Residence Club® brands, as well as resort and hotel brands under the AMR™ Collection, including Secrets® Resorts & Spas, Dreams® Resorts & Spas, Breathless® Resorts & Spas, Zoëtry® Wellness & Spa Resorts, Alua® Hotels & Resorts, and Sunscape® Resorts & Spas. Hyatt's subsidiaries operate the World of Hyatt® loyalty program, ALG Vacations®, Unlimited Vacation Club®, Amstar DMC destination management services, and the Trisept Solutions® travel technology platform. For more information, please visit www.hyatt.com.

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