



DIGITAL TRANSFORMATION EXPERT CHRISTIAN NAKHLE JOINS VERTU HOTELS AND RESORTS

The hospitality development and management company VERTU Hotels and Resorts grows its pool of expert consultants by welcoming Christian Nakhlé among its ranks.

Working from both France and Dubai, Mr. Nakhlé brings his high-level international expertise to overcome the challenges brought by a ever changing digital industry.

After many years working for Oracle Hospitality on hotels business solutions, Mr. Nakhlé joined Accor group where he held the position of Regional Director of IT & Digital Transformation Middle East & Africa. His mission was to develop the relations with hotels, regional IT Managers, Sales and Operation departments in order to facilitate the implementation of Digital & Cultural Transformation as part of the Accor strategy, and thus create an impact on revenue growth.

VERTU Hotels and Resorts founder, Gérald Lampaert, states "We felt it was important to increase our strength in the Digital Department, and who better than Christian to take up this task. We are thrilled to have such an expert in his field join the VERTU family, whose members all aim at offering the best to our clients."

ABOUT VERTU HOTELS AND RESORTS

VERTU Hotels and Resorts is a leading hospitality brand operated by LUXCOM GmbH and focused on providing guests with the most unique experience. Managed by a group of seasoned senior hospitality executives, all with extensive international background in major hotel groups operations, VERTU Hotels and Resorts is seeking to brand, manage, franchise and/or affiliate properties in key destinations around the world, and to provide its visitors with a very unique stay.

In addition, the VERTU Hotels and Resorts Development and Consultancy Division is offering other existing brands, operating and ownership corporations, a suite of "a la carte" services to help owners and operators in their current and new projects, including development, design, space-planning, construction, FF&E, asset management, strategic marketing, sales and distribution, f&b, accounting and information technology around the world.

For more information: www.verturesorts.com

Public Relation Contact

Amandine Allaire / pr@verturesorts.com