

PROFESSIONAL PROFILE

EMILY NEWMAN

Emily leads the marketing, PR, conference and events activities for the EMEA region of CBRE Hotels

Based in London, Emily is directly responsible for the co-ordination of all marketing activities for CBRE Hotels on both a corporate and business line level.

Emily works with each business line within the CBRE Hotels EMEA team to create an annual bespoke Sales and Marketing plans which is reviewed and amended in accordance with market conditions throughout the year.

Emily oversaw the complex re-branding exercise that CBRE Hotels underwent in the first half of 2007 and with her counterparts in the Americas and Asia Pacific regions project managed the new global website and global marketing materials from concept through to delivery.

Emily also manages CBRE Hotels presence as Patron Sponsor at the annual International Hotels Investment Forum, Berlin.

Prior to joining CBRE Hotels, Emily was a student at the University of Surrey. She graduated with a 2:1 (Hons) and during her final year received the University of Surrey Alumni Award for Student Leadership and the University of Surrey Student Union Award for Bringing Excellence to Student Lead Liaison in Academia.

RELEVANT EXPERIENCE

Global re-branding

Project managed the global re-brand of CBRE Hotels for the EMEA region

Ambassador Hotel, Paris

Co-ordinated marketing campaign using innovative and creative technologies to launch this prime asset to market



SAMPLE CLIENT BASE

AAIM Group Plc
Anglo Irish Bank Corporation Plc
BAA Lynton Plc
Bank of America Corporation
Barclays Bank Plc
Blackstone Group International Limited
CIT Group Plc
Citigroup
GE Real Estate
Goldman Sachs International
Hilton Hotels Corporation
Kingdom Hotel Investments
London & Regional Properties Limited
Permira Advisers Limited
Quinlan Private
Royal Bank of Scotland Plc

Contact

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