

Choice Hotels International Appoints Kaaren Hamilton as Vice President of Global Sales



Experienced, strategic executive will lead the organization's global sales strategy underlining the company's commitment to its transformational growth journey.

NORTH BETHESDA, Md., Nov. 6, 2025 —Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest lodging franchisors, has appointed Kaaren Hamilton as Vice President of Global Sales, a key role reporting directly to the company's Chief Segment and International Operations Officer, Raul Ramirez.

In this role, Hamilton will lead the company's global sales strategy providing leadership across our channel partners, corporate and group sales teams, while simultaneously identifying new business opportunities and deepening customer relationships across Choice Hotels' portfolio of more than 7,500 hotels.

"Kaaren is a dynamic and visionary leader whose track record of building high-performing teams and delivering commercial excellence makes her an ideal fit for Choice Hotels," said Raul Ramirez, Chief Segment and International Operations Officer at Choice Hotels. "Her strategic leadership, collaborative spirit, and passion for people will be instrumental as we continue to scale our global sales organization and drive value across our diverse portfolio for our franchisees and guests."

Hamilton brings more than two decades of experience in hospitality sales, B2B marketing, and enterprise relationship management. She has held senior leadership roles at Hyatt Hotels, Sonesta International Hotels, and Radisson Hotel Group, formerly Carlson Rezidor Hotel Group, where she led global sales teams and delivered transformative commercial results. Most recently, she served as AVP Commercial at Hyatt Hotels, overseeing the commercial performance of the franchise division, driving top line performance and owner sentiment.


"I'm thrilled to join Choice Hotels at a pivotal stage in its growth journey," said Hamilton. "The company's commitment to technology, innovation, franchisee success, and guest satisfaction deeply resonates with my values. I look forward to working with the talented team at Choice Hotels to continue expanding its global footprint and delivering meaningful results across the business during our next phase of strategic growth."

About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH), is one of the largest lodging franchisors in the world, with over 7,500 hotels,

representing nearly 650,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands that includes full-service upper upscale, midscale, extended stay, and economy properties enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

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