

CHICAGO (March 13, 2015) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that Hyatt has selected two strategic global marketing leaders – Debra Goetz as senior vice president, corporate marketing and global communications, and Sandra Cordova Micek as senior vice president, global brands. Both will report to Maryam Banikarim, global chief marketing officer.

“Sandra and Debra are both exceptional marketers with deep expertise across a diverse portfolio of brands. The Hyatt brand has garnered tremendous equity over the years, and these roles are critical to strategically build on that foundation while continuing to drive the distinct experience each of our brands provides,” said Maryam Banikarim, Hyatt’s global chief marketing officer. “With the industry in one of the most transformative times in its history, Sandra and Debra’s passion, strategic focus and energy will help us make Hyatt the most preferred hotel company.”

Debra Goetz, Senior Vice President, Corporate Marketing and Global Communications

As senior vice president of corporate marketing and global communications, Goetz will be responsible for overseeing the company’s corporate brand, social business and global communications efforts in line with its strategic priorities.

Goetz joins Hyatt with more than 20 years of brand marketing expertise, including most recently as vice president of corporate marketing for the Gannett Company where she led marketing and communications initiatives. Prior to Gannett, she served as vice president at NBCUniversal where she led the company’s Healthy at NBCU and Green is Universal initiatives, and as vice president for Univision Communications Inc. Before that Goetz managed her own consulting firm, providing marketing services for clients including Deutsche Bank, and worked at Young and Rubicam. Goetz began her career at Morgan Stanley and Company.

“Hyatt’s passion and commitment to serving guests around the world is inspiring, and makes a difference in the lives of millions every day,” said Goetz. “I’m thrilled to join the talented team that has built this incredible heritage and excited to continue finding new ways to care for our guests and colleagues in the future.”

Goetz earned a bachelor’s degree in finance from Indiana University and holds a master’s degree in business administration from Columbia Business School.

Sandra Cordova Micek, Senior Vice President, Global Brands

As senior vice president of global brands, Micek will be responsible for developing and leading strategies that build and enhance Hyatt’s brand portfolio, which span every segment of the hospitality industry.

She brings more than 20 years of brand-building experience to the role, most recently as senior vice president of marketing for *USA TODAY* where she was responsible for strategic marketing, client solutions, creative, trade marketing, events and research. Prior to *USA TODAY*, she was a vice president at NBCUniversal where she led cross NBCU sales and marketing and ran Women at NBCU. She also spent nearly 10 years in Silicon Valley, holding a variety of leadership positions at Yahoo!. Before that, Micek served as a management consultant with Accenture in the U.S. and Europe. Micek began her career at Turner Broadcasting.

Micek earned a bachelor’s degree from Syracuse University and holds a master’s degree in business administration from The Wharton School at the University of Pennsylvania where she was a Ford Motor Company Marketing Scholar.

“I am thrilled to be joining the Hyatt team. This is an incredible time in the company’s business,” said Micek. “Hyatt’s portfolio of leading, world-class brands and the company’s tradition of innovation are just a few of the reasons I was drawn to this organization. I look forward to contributing to the company’s overall growth.”

For further information:

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation 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 proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. 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 **Hyatt**[®], **Park Hyatt**[®], **Andaz**[®], **Grand Hyatt**[®], **Hyatt Centric**[™], **Hyatt Regency**[®], **Hyatt Place**[®], **Hyatt House**[®], **Hyatt Zilara**[™], **Hyatt Ziva**[™], **Hyatt Residences**[®] and **Hyatt Residence Club**[®] brand names and have locations on six continents. As of December 31, 2014, the Company’s worldwide portfolio consisted of 587 properties in 50 countries. For more information,

“*With the industry in one of the most transformative times in its history, Sandra and Debra’s passion, strategic focus and energy will help us make Hyatt the most preferred hotel company,” said Maryam Banikarim, Hyatt’s global chief marketing officer.*”

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