

Newly Created Position Demonstrates Commitment to Hyatt's Long Heritage of Innovation

CHICAGO (August 3, 2011) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced that Jeff Semenchuk will serve as its first chief innovation officer. He will be based at Hyatt headquarters in Chicago, and will report to both John Wallis, global head of marketing and brand strategy and chief marketing officer, and to Mark Hoplamazian, president and chief executive officer.

“Hyatt has a long heritage of innovation, a reputation for introducing new concepts and service models to the hospitality industry, and a commitment to becoming the most preferred brand in each segment we serve,” said Hoplamazian. “Appointing a chief innovation officer demonstrates our determination to differentiate our brands by developing new, relevant ways of providing great guest experiences and delivering authentic hospitality. Jeff is a seasoned executive who combines discipline and creativity and I’m delighted to welcome him to the Hyatt family.”

In his new role at Hyatt, Semenchuk will lead the company’s enterprise-wide, cross-functional efforts to establish a process of innovation that yields new experiences, offerings, and ways of operating that are expected to generate significant value for guests and owners.

“The most meaningful innovation is derived from deep understanding of customer needs and market opportunities,” said Semenchuk. “Given its strong entrepreneurial culture and the investments the company has made in guest insights and analytics, I believe Hyatt has the opportunity to take a leadership position for its brands. I look forward to collaborating with my colleagues across the organization to leverage the great work that is already being done and to develop and implement new, breakthrough concepts.”

With more than 25 years of experience as a corporate innovator, Semenchuk has played key strategic roles for companies in industries ranging from financial services to pharmaceuticals, most recently serving as a founder and managing director of Citigroup’s global Growth Ventures & Innovation unit. He was head of global innovation at Pfizer Consumer Healthcare, has founded four start-ups and worked as a corporate consultant, including serving as a senior advisor with the Monitor Group.

Semenchuk will be based in Hyatt’s Chicago headquarters but will spend a significant amount of his time working with associates, business partners and guests in Hyatt hotels across the US and the world.

For further information:

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 manage, franchise, own and develop hotels and resorts under the **Hyatt®**, **Park Hyatt®**, **Andaz®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt Place®** and **Hyatt Summerfield Suites®** brand names and have locations on six continents. **Hyatt Residential Group, Inc.**, a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses **Hyatt Residences™** and **Hyatt Vacation Club®**, which is changing its name to **Hyatt Residence Club™**. As of June 30, 2011, the Company’s worldwide portfolio consisted of 456 properties in 44 countries. For more information, please visit www.hyatt.com.

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Farley Kern
Hyatt Hotels Corporation
+1 312 780 5506
farley.kern@hyatt.com

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