

**CHICAGO (July 28, 2016)** – [Hyatt Hotels Corporation](#) (NYSE: H) today announced it has selected two seasoned executives to join the company’s marketing leadership – Jen Acerra as vice president, global brand research and insights, and Heather Geisler, vice president, creative and field marketing. Acerra will report to Maryam Banikarim, global chief marketing officer, and Geisler will report to Sandra Micek, senior vice president, global brands.

### **Jen Acerra, Vice President, Global Brand Research & Insights**

Acerra joins Hyatt with nearly 15 years of expertise in market research and consumer insights, the last nine of which were in various roles at Kraft Foods. Most recently, she served as head of consumer insights and strategy for beverages, where she championed the use of consumer and category insights to develop business solutions and actionable growth opportunities. Acerra began her career with the consumer and market knowledge team at The Procter & Gamble Company.

“Putting the guest first is at the core of everything we do, and I am so thrilled to bring Jen aboard to lead our global insights group,” said Banikarim. “Jen’s wealth of experience in strategy, consumer behavior and innovation will help us design compelling experiences for our guests and drive growth worldwide.”

Acerra will lead the global market research and consumer insights team. Her responsibilities will include looking at the changing mindset of the global traveler – and seeking a deeper understanding of how they engage with the brands across the Hyatt portfolio.

“I’ve had a personal connection to Hyatt since the brand first drew me in as a nine-year-old on a Florida vacation with my family,” said Acerra. “I am excited to join the Hyatt family and work with the team to get to know our guests better, to understand what motivates them and learn how social and cultural influences affect the global world in which we all live today.”

### **Heather Geisler, Vice President, Creative & Field Marketing**

Geisler comes to Hyatt with more than 20 years of integrated marketing and brand experience, most recently as vice president, brand marketing for MSNBC. In this capacity, she developed the network’s brand positioning and growth strategy, which included creating the campaign to launch msnbc.com and building immersive brand experiences to support coverage of the U.S. presidential and midterm elections. Her career also includes senior positions leading creative teams at agencies SS+K and Chlopak, Leonard, Schechter & Associates.

“It is becoming increasingly important to tell an integrated story for each of the distinct brand experiences across our portfolio,” said Micek. “Under Heather’s leadership, we will more closely align our creative and field teams from ideation through implementation.”

Geisler’s responsibilities will include working with Hyatt’s in-house studio and agency partners to drive creative excellence across the Hyatt brand portfolio. She will also lead the Americas full service regional field marketing team and collaborate with the development team to support the marketing of new hotels.

“I’m energized by the power of Hyatt’s worldwide brands,” said Geisler. “I can’t wait to work alongside these outstanding teams that deliver integrated brand experiences that tell great stories and delight our guests.”

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 portfolio of 12 premier brands and 652 properties in 53 countries as of March 31, 2016. The Company’s purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. 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 Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Andaz®, Hyatt Centric™, The Unbound Collection by Hyatt™, Hyatt Place®, Hyatt House®, Hyatt Ziva™, Hyatt Zilara™ and Hyatt Residence Club® brand names and have locations on six continents. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

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