

CHICAGO (October 31, 2017) – [Hyatt Hotels Corporation](#) (NYSE:H) today announced that Hyatt has selected Amy Weinberg as senior vice president, World of Hyatt loyalty program. Weinberg joins Hyatt today and reports to Mark Vondrasek, executive vice president, global head of loyalty and new business platforms. In this role, Weinberg will direct Hyatt’s global World of Hyatt loyalty experience and teams, including program strategy and innovation, partnerships, operations and management.

“Hyatt is fortunate to welcome a reputable leader in the loyalty space. Amy’s impressive track record in data insights and analytics will help advance our efforts to identify with our guests and understand their needs,” said Vondrasek. “Amy is a thoughtful, smart and intuitive leader who combines analytical strength with a passion to lead and develop others. This role is critical to our business as we continue to accelerate momentum of the World of Hyatt loyalty program and engage more deeply with our guests.”

Weinberg joins Hyatt with more than 20 years of experience in building brand strength in loyalty through consumer insights, market research, and strategic marketing and operations. Most recently, she spent two years as general manager for Groupdigital.com Corp, consulting for a variety of disciplines, including hospitality, hotel management, real estate ownership and development companies.

Prior to that, Weinberg spent 12 years as senior vice president, consumer insights for Starwood Hotels and Resorts. In the position, Weinberg was responsible for leading global analytics, market research and customer relationship management functions, including a global team supporting all of Starwood’s brands and divisions, as well as the Starwood Preferred Guest (SPG) loyalty program. Weinberg’s career also includes previous roles at Fulcrum Analytics, The Chicago Tribune Company, and Strategic Media Research.

“I have always admired Hyatt and its dedication to caring for guests, members and colleagues. I’m thoroughly familiar with the World of Hyatt loyalty platform and eager to build upon the strong foundation Hyatt has created with its guests, both within and beyond traditional hotel stays,” said Weinberg. “It’s an exciting time as Hyatt expands into wellness and other opportunities, and I look forward to helping drive overall guest engagement across Hyatt’s portfolio of brands.”

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 13 premier brands. As of June 30, 2017 the Company’s portfolio included 731 properties in 56 countries. 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®**, **Miraval®**, **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.

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