

# THE PENINSULA

H O T E L S

20 March 2012

## NEW SALES AND MARKETING VICE PRESIDENTIAL APPOINTMENTS ANNOUNCED

Mr Peter Borer, Chief Operating Officer of The Peninsula Hotels, has announced the appointment of Mr Simon Yip as Vice President, Sales, effective 1 January 2012 and Mr Robert Cheng as Vice President, Marketing, effective 2 May 2012.

### **Simon Yip - Vice President, Sales**

Simon Yip joined the company as Director of Sales and Marketing with The Peninsula Bangkok in 2001, before relocating to Hong Kong in 2005 to join The Peninsula Hotels' flagship hotel as Director of Marketing. In 2011 he was promoted to Regional Director of Marketing for China to oversee the marketing initiatives of The Peninsula Shanghai and The Peninsula Beijing. In his new role as Vice President, Sales, Mr Yip will be in charge of The Peninsula Hotels' global sales teams and the Global Customer Service Centre.



With a postgraduate diploma in Tourism Management from the University of Technology, Sydney, Mr Yip began his career in the hospitality industry in 1978 with various sales and marketing positions with luxury hotel groups, including Mandarin Oriental and the InterContinental Sydney. He also spent eight years in Sydney as Marketing Executive for the Hong Kong Tourism Board.

- more -

# THE PENINSULA

H O T E L S

## **Robert Cheng – Vice President, Marketing**

Robert Cheng, currently Director of Marketing at The Peninsula Shanghai, will be transferring to Hong Kong to take up the position of Vice President, Marketing, in charge of branding, public relations and e-commerce for The Peninsula Hotels.



A graduate of Brown University in the United States and INSEAD in France, Robert Cheng has held various positions in strategy, marketing and business development with luxury real estate and service companies, including American Express, where he was Director of the Centurion and Platinum card portfolios, and Candy & Candy (the London-based developers of the prestigious One Hyde Park residences). Mr Cheng was the Global Director of Marketing for De Beers Diamond Jewellers in London, a joint venture between LVMH and the De Beers Group, before joining The Peninsula Shanghai. Mr Cheng's work experience extends to Europe, the United States and Asia, and he is fluent in English, French and Cantonese and proficient in German.

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

For further information, please contact:

Ms Sian Griffiths

Director of Communications

The Peninsula Hotels

8/F, St George's Building, 2 Ice House Street, Central, Hong Kong

Telephone: (852) 2840-7239

Fax: (852) 2840-7499

E-mail: [siangriffiths@peninsula.com](mailto:siangriffiths@peninsula.com)

Website: [www.peninsula.com](http://www.peninsula.com)

Digital Photo Library: [www.peninsula.com/pdl](http://www.peninsula.com/pdl)

Broadcast Video Library: [www.thenewsmarket.com/thepeninsulahotels](http://www.thenewsmarket.com/thepeninsulahotels)