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Hampton by Hilton Gets New Global Head

BY HOTEL BUSINESS ON SEPTEMBER 15, 2017 BRANDS

MCLEAN, VA—Hilton has named Shruti Gandhi Buckley as global head of the company’s Hampton by Hilton brand. In this role, she will be responsible for the overall performance of the brand, including determining brand strategy, driving innovation and revenue, increasing market share, enhancing and evolving the guest experience and serving as a brand liaison with owners and developers. The Hampton by Hilton brand represents nearly 40% of Hilton’s global supply and pipeline.

Buckley joined Hilton in early 2017 as VP, strategic initiatives focused service brands, leading special projects and initiatives across the company’s Hampton by Hilton, Hilton Garden Inn and Tru by Hilton brands.

“We are extremely excited to have Shruti take on this important role for a brand that is central to Hilton’s growth with over 2,200 hotels in 18 countries,” said Jim Holthouser, EVP, global brands, marketing and loyalty, Hilton. “She has tremendous experience in consumer brand management, and a deep understanding of the hospitality business and our competitive set. Shruti has been a critical member of the team since joining Hilton, and we look forward to her continued insights as we elevate the Hampton by Hilton brand.”

Buckley previously served as VP and global brand manager of Marriott International’s Fairfield Inn & Suites and Protea Hotels brands. In this role, Buckley was responsible for brand strategy, brand positioning and integrity, and the guest experience for more than 900 hotels worldwide, contributing nearly \$2 billion in sales revenue.

Prior to her time at Marriott International, Buckley held marketing and brand management positions with leading organizations including Nestle, Unilever, Estee Lauder, Chanel Inc. and National Geographic.