



EXECUTIVE BIOGRAPHY

Sandy Murphy General Manager

Imagine a place steeped in luxury and legendary tales, a place which has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for over 50 years . . . this is The Beverly Hilton, where Sandy Murphy has been appointed the new General Manager. Murphy will preside over all aspects of the 570-room Mobil Four Star hotel situated on 9 acres at the gateway to Beverly Hills at Santa Monica and Wilshire Boulevards. Facilitating the hotel's vision to be the first choice of the world's travelers is one mission that Murphy is committed to in the round-the-clock workplace.

As a direct result of the vision and comprehensive \$80 million dollar reinvention by owner, Beny Alagem and Oasis West Realty LLC, Murphy will lead the team to continue the grand tradition and exceed the Mobil bar-setting service standards. Most recently, Murphy served as Area Vice President in Southern California, responsible for the operation of a collection of Hilton and Doubletree hotels located in airport, suburban, urban, and resort markets. Prior to this role, Murphy held the position of Area Vice President in Northern California, overseeing 10 hotels. Early on, she worked in a brand position as well as executive management positions with the Embassy Suites Hotel brand.

Moreover, Murphy is a career veteran bringing 25 years of dedicated hospitality service to her role as General Manager. Her executive and operational expertise in the hospitality industry will enhance the positioning and reputation of not only the world-renowned Mobil Four Star Beverly Hilton, but as well the five star experience at the first West Coast Waldorf=Astoria.

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2-2-2-2 Executive Biography/Sandy Murphy

Leading an impressive portfolio, Murphy brings a wealth of creativity and commitment to service inside and outside the workforce. She is a Southern California native, attending Cal Poly Pomona and UCLA with a concentration in Finance, Human Resource Management, and Marketing. Her multi-faceted management forte will lead the famed hotel, which serves as the home to numerous notable annual events including the Golden Globe Awards, to maintain an award-winning status.

Embedding the philosophy of the company's founder, Conrad Hilton, to "Be Hospitable" is a belief that Murphy believes is not just a phrase, but a way of life. Philanthropic causes Murphy is passionate in making a difference in include improving the quality of life for women and children around the world through *The Sumer Nicole Alvarez Foundation*, racing for the fight against cancer through the *Revlon Run/Walk for Women*, and in unleashing the potential between person and pet through the *Guide Dog for the Blind*. These humanitarian initiatives exemplify Murphy's natural ability extend being a gracious host beyond the boardroom.

There is no time like the present to appreciate the past at legendary hotel where luxury hotelier, Sandy Murphy, leads the way.

About The Beverly Hilton

9876 Wilshire Blvd, Beverly Hills, California 90210 (310) 274-7777 www.beverlyhilton.com

Opened in 1955 by distinguished hotelier Conrad Hilton, The Beverly Hilton has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for over 50 years. Located at the world-famous intersection of Wilshire and Santa Monica Boulevards, the 570-room hotel features 101 suites including the nine private luxury suites within The Penthouse Collection. With more than 60,000 square feet of upscale indoor and open-air event space all on the lobby level, the hotel's famed International Ballroom is the centerpiece of the International Collection. Home of many notable annual events including the Golden Globe Awards, Oscar Nominee Luncheon and the Milken Institute's Global Conference, The Beverly Hilton offers three multi-faceted ballrooms, nine additional meeting rooms, an Executive Meeting Center with unrivaled technology by design to make any meeting a success.

Owned by entertainer Merv Griffin from 1987 to 2003, Beny Alagem and Oasis West Realty LLC purchased The Beverly Hilton in late 2003 immediately embarking on an \$80 million reinvention of the 8.9 acre property. Just as The Beverly Hilton defined luxury living when it opened, the newly redefined Beverly Hilton does so once again with the elegance and style considered synonymous with Beverly Hills.

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