



EXECUTIVE BIOGRAPHY

Curt Ewald Director of Marketing

Curt Ewald has been appointed the new Director of Marketing at the hotel which has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for over 55 years. Ewald will oversee the marketing efforts for the 569-room Forbes Travel Guide Four Star rated Beverly Hilton.

From a culinary apprentice at a five star luxury resort, The Greenbrier to an Executive at a legendary hotel in the heart of Beverly Hills, The Beverly Hilton, Ewald's tenure in the hospitality industry spans over 25 years and two continents. He served as Senior Vice President, Operations Resources for Wyndham and Senior Vice President, Asia-Pacific at Starwood Hotels & Resorts Worldwide, leading the operations, brand management, and sales & marketing disciplines. As well, his feet have been planted firmly on-property as the Director of Sales & Marketing in Singapore at both the 441 room The Regent followed by the 2,000 room Westin Stamford & Plaza. Domestically, he lead the 24 person sales team as Director of Sales at the Palmer House Hilton.

Concurrent to creating service cultures as a Sales Leadership Trainer at Master Connection Associates, Ewald launched the Los Angeles portal of an automated online destination management company joining a team of hospitality industry experts streamlining meeting management with technology. Returning to the Hilton family in a marketing capacity, he brings forth a multi-faceted management background.

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Ewald is a 1978 graduate of Johnson & Wales University's College of Culinary Arts in Providence, Rhode Island, recognized for their numerous notable alumni such as his fellow classmate, celebrity Chef, Emeril Lagasse. Striving for professional excellence, he enrolled in 1995 in Executive Programs in Accounting & Financial Management and Hospitality from the National University of Singapore in conjunction with the Cornell University School of Hotel Administration.

He resides in Los Angeles with his wife, daughter (age 10) and son (age 8) where time is always well spent whether traveling to one of the Seven Wonders of the World or simply exploring the riches of the Los Angeles region.

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 55 years. Located at the gateway to Beverly Hills, the 569-room hotel features 101 suites including 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 AVT Event 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 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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