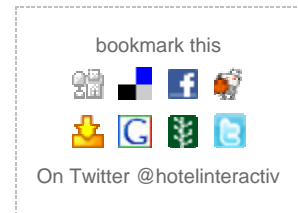


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## Starwood Hires Mankarios To Grow St. Regis Brand Former Foresthills and Rosewood CEO Atef Mankarios was named President of Starwood's growing luxury St. Regis brand.

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WHITE PLAINS, NY -- Starwood Hotels and Resorts made big news late last week when Chairman and CEO Barry Sternlicht announced the appointment of Atef Mankarios as President of Starwood's St. Regis properties, to step-up its efforts to develop the luxury brand.

Formerly Chairman and CEO of the high-end Rosewood Hotels and Resorts chain, Mankarios' new responsibilities will be growing Starwood's two-year-old brand, which has nine properties around the globe. Sternlicht's announcement comes after last week's opening of two St. Regis properties in Orange County, CA and Shanghai, China.



Mankarios, most recently CEO of Foresthills Hotels and Resorts, will be in charge of "aggressively growing the ultra-luxury brand" through conversions of existing hotels, acquisitions, and management.

Joining Mankarios is a team of executives he led at Foresthills and Rosewood, consisting of Andy Anderson, Vice President of Sales; Scott Blair, Vice President of Finance; George Fong, Vice President of Marketing; and Kenyon Price, Director of Operations.

According to Sternlicht, Starwood plans to convert several of its luxury hotels to St. Regis properties, such as the Gritti Palace in Venice; the Hotel Cala di Volpe and Hotel Pitrezza resorts in Costa Smeralda, Sardinia; and the Imperial in Kuala Lumpur.

Analysts have agreed that with Mankarios' appointment and the opening of the two properties, Starwood has stepped-up its commitment to growing the brand to a position in which it could compete with other high-end luxury brands like Ritz-Carlton and Four Seasons Hotels.

Bjorn Hansen, Global Practice Leader of PricewaterhouseCoopers' Hospitality Practice, told the *Wall Street Journal* that Sternlicht is "really making a statement about the company's commitment to building the St. Regis brand" by hiring Mankarios.

A native of Egypt and a veteran to the industry, Mankarios began his career in luxury travel in Paris in 1970. In his 30 years in the hotel business, he has also worked for luxury hotel companies including Sonesta International Hotels and Four Seasons Hotels.

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