

Press Release

February 23rd, 2015

Appointment

Cyril Kovarsky is joining Accor as **SVP Global Sales**, effective as of April 1st, 2015. Cyril will be responsible for defining and coordinate Accor's B-to-B sales strategy for all segments (large corporate accounts, event agencies, airlines, travel agents, tour operators).

Cyril Kovarsky is graduated from ESG Paris. In 2000, he joined Orange as Sales Director for the B-to-B segment in Paris. In 2004, he became head of Orange retail stores in Paris and the Ile de France region. He then became director of Orange retail distribution in France and CEO of Orange Promotion. In 2010, Cyril was appointed Senior Vice-President Corporate Sales for Orange Business Services and as such, he was in charge of the sale of the entire offer for 50,000 Small & Medium-sized Enterprises and large national accounts (excluding key accounts) based in France.

(Photo on demand)



Accor, is the world's leading hotel operator, with **470,000 rooms** in **3,700 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotelInvest**, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; **Sofitel, Pullman, MGallery and Grand Mercure, The Sebel**, midscale; **Novotel, Suite Novotel, Mercure and Adagio** and economy; **ibis, ibis Styles, ibis budget, adagio access and hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

The Group's **170,000 employees** benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer-centric approach development and innovation process.

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