

April 4, 2012

CENDEL appoints Khun Thirayuth Chirathivat as the new CEO

The Board of Directors of the Central Plaza Hotel Pcl (CENDEL) has appointed Khun Thirayuth Chirathivat as the new Chief Executive Officer (CEO) of the Company, succeeding Mr. Gerd Steeb, who is retiring, effective as of April 2, 2012

Khun Thirayuth has been involved in the management and operations of the hotels business as well as in projects management and business development; and is thus well experienced and qualified for this appointment. Prior to this, Khun Thirayuth was the Senior Vice President for Projects Management, responsible for overseeing the design and project management of the Centara hotels and resorts of the Company, together with associated costs management activities to ensure that they are in line with the type of property being developed and agreed budgets. Additionally, Khun Thirayuth was concurrently a Director of various Subsidiary Companies within the CENDEL Group.

Khun Thirayuth graduated with a Masters Degree in Hotels, Food & Beverages and Tourism from the Rochester Institute of Technology in Rochester, NY, USA as well as a Bachelors Degree in Political Science from Chulalongkorn University in Thailand.

For more information, please contact

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