



## PRESS RELEASE

### HR Group Appoints Yvonne Brabant as Chief Asset Officer

**Berlin, 8 October 2024** – HR Group, Europe’s largest white-label hotel operator, has appointed Yvonne Brabant as Chief Asset Officer (CAO). In this newly created position, effective from 1 October, Yvonne Brabant is responsible for the strategic management, optimisation, and oversight of the HR Group’s hotel portfolio from the Berlin office. Brabant brings with her extensive experience in the international hotel and real estate sector.

With over 15 years of experience in the international hotel and real estate sector, Brabant’s previous role was leading Asset Management Hospitality Germany at Union Investment, where she managed a diverse portfolio of 50 hotel investments. Prior to this, she worked with prestigious firms such as Deloitte, Jones Lang LaSalle, and PKF Hotel Experts.

“We are delighted to welcome Yvonne Brabant, a highly experienced executive who will complement and further develop our asset management team. Her expertise and strategic foresight will be key in nurturing our owner partnerships and strengthening our portfolio,” said Ruslan Husry, CEO of HR Group.

As Chief Asset Officer, Brabant will be responsible for optimising and strategically steering the HR Group’s hotel portfolio, which currently comprises nearly 200 hotels, and will serve as the main point of contact for property owners. Alongside her professional commitments, she also lectures at the Munich University of Applied Sciences.

Yvonne Brabant on her new role: “I am thrilled to join the HR Group and contribute to the strategic development of the hotel portfolio. It is an exciting challenge to strengthen partnerships with property owners while ensuring the long-term success of the hotel assets.”

With Yvonne Brabant’s appointment, the HR Group is making a clear statement about its future growth strategy, underlining its continued focus on top-tier management and sustainable value creation in its hotel properties.

**Image Caption:** Yvonne Brabant, new Chief Asset Officer since 1 October 2024 © HR Group



**About HRG:**



HR Group is the leading multi-brand hotel operating company in Central Europe. The Berlin-based company has been successfully acquiring, developing, and operating hotels and resorts for more than 15 years and is increasingly investing in digitalisation to realize its goal of modernising hospitality. HR Group works with established hotel groups such as Accor, Wyndham Hotel Group, Dorint Hotels & Resorts, Hyatt, Hilton, Marriott, Radisson, IHG and H World International and successfully manages its own brands in the hotel, long-stay, and gastronomy sectors. The group also acts as a reliable partner for institutional investors such as Pandox AB, DEKA, DWS, Union Investment and others. The company has a strong presence in various markets and has achieved above average performance in recent years. Comprehensive market and in-depth property knowledge as well as professional management structures form the basis for its success. HR Group continues to look for city, and business hotels, both locally and internationally, as well as resorts in leading leisure destinations to expand their footprint.

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