

## Press Release

March 2017

# Dorchester Collection promotes Helen Smith to chief customer experience officer



(London) - Dorchester Collection announces the promotion of Helen Smith to the position of chief customer experience officer (CXO).

Helen Smith, a graduate of Cornell University School of Hotel Administration, joined Dorchester Collection as director of sales and marketing at The Dorchester in 2004 where she played a pivotal role in promoting and enhancing the luxury hotel. In 2007 she was promoted to the position of vice president sales and marketing for Dorchester Collection. For the past 10 years, Helen has played a central role in the creation, development and execution of the Dorchester Collection brand.

Helen's new responsibility is to implement the overall strategy of customer experience at Dorchester Collection hotels.

The Dorchester, London | 45 Park Lane, London | Coworth Park, Ascot | Le Meurice, Paris | Hôtel Plaza Athénée, Paris  
Hotel Principe di Savoia, Milan | Hotel Eden, Rome | The Beverly Hills Hotel, Beverly Hills | Hotel Bel Air, Los Angeles

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# )( *Dorchester Collection*

Commenting on her new role, Helen emphasised that within the foreseeable future, customer experience will transcend price and product as the key brand differentiator in the hospitality industry. “That is why at Dorchester Collection we believe that customer experience should be at the centre of our vision to deliver a differentiated, consistent and unrivalled engagement experience.”

Christopher Cowdray, chief executive officer of Dorchester Collection, commented: “Helen’s promotion to chief customer experience officer (CXO) pledges the company’s commitment to the importance of customer loyalty and customer experience. It further shows Dorchester Collection’s mission to nurture talent from within. The creation of Helen’s role is to enhance our customers’ experience. It is the first such appointment within the luxury hospitality industry. Helen has done an outstanding job to date. She brings drive passion and energy to this new role.”

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## **Notes to the Editors:**

### **Dorchester Collection**

Dorchester Collection is a portfolio of the world’s foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company’s mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management agreements.

The current portfolio includes the following hotels: **The Dorchester**, London; **45 Park Lane**, London; **Coworth Park**, Ascot, UK; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Hotel Principe di Savoia**, Milan; **Hotel Eden**, Rome; **The Beverly Hills Hotel**, Beverly Hills; and **Hotel Bel-Air**, Los Angeles.  
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