

A message from Michael Menis

SVP, Global Marketing Shared Services



To: Global Marketing Shared Services Colleagues

As we continue to build on our successes in 2019, we have taken some time to evaluate our Social Marketing and Field Marketing team structures and made the decision to reorganize the teams in a way that will enhance our performance and best support IHG's 2X ambitions in 2020 and beyond.

Social Marketing

In an effort to better position ourselves for future success, the decision has been made to combine the IHG social media teams to create a single social team that will sit within Paid Media. This change will allow for a greater focus on step-changing our social marketing capabilities and enable better alignment across all paid and organic social media efforts, affording us the ability to move faster with greater efficiency.

As a result, **Lindsey Servold**, Director of Social Marketing, **and her team will transition from the Omni-Channel Marketing team** run by Maggie Tucker **to the Paid Media Marketing team** run by Chris Copp. Chris will be hiring for a **new Head of Social Marketing role** in early 2020. Mark Henneges, Director, Paid Social Marketing, and Lindsey will report to the new Head of Social once the position has been filled.

Field Marketing

Field Marketing is critical to the success of the new Performance Marketing program, IHG Ignite, and the success of NHOPs and Halo assets. In support of the new Field Marketing team, we have decided to shift several resources over to this team run by Sean Brevick, VP of Field Marketing. These team members have already been focusing their time on supporting the needs of NHOPs and Halo assets, making the shift to Sean's team a natural fit.

As a part of this shift the following team changes have been made:

- **Nicole Lawson**, Sr. Manager, Performance Marketing Program Commercial Effectiveness, **will now report to Beth Burkett**, Director of Field Marketing.
 - **Heather Etheridge will also transition** but will continue reporting to Nicole.
 - Corinne Edelin and Collier Lester will remain in Performance Marketing and will now report to Whitney Engelke, Sr. Manager, Affiliate and Media.
- **Joe Barry**, Sr. Manager of Meta Search, **will transition to Sean's team as Sr. Manager of Paid Media**, where he will focus on IHG Boost, supporting NHOPs, and Halo asset paid media efforts.
 - **Karen Longnecker will also move over** and continue reporting to Joe.

The changes will be effective starting December 9, 2019. I look forward to all that this new structure will allow us to accomplish moving forward.

Thank you to Sean, Chris, Maggie and their teams for all the outstanding work they are accomplishing in critical areas

of our business.

Marketing Shared Services - Australasia & Japan Team Update

With Lincoln Barrett's move at the end of this year to VP of Channel Strategy and Commercial, I am pleased to announce that **Tina Fisher has been promoted to VP of Commercial, Australasia & Japan** and will begin her new role January 1, 2020.

Tina has been instrumental in helping us stand up the Marketing Shared Services organization, and I am excited to see all she will accomplish in her new role. We will be actively recruiting to fill her role and look forward to updating you soon.

Thank you,

Michael



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