

The Lux Collective Appoints Paul Mulcahy As Chief Commercial Officer



Singapore, 1 November 2024 – With the progressive worldwide expansion, global hospitality management group **The Lux Collective** is pleased to announce the appointment of **Paul Mulcahy as Chief Commercial Officer, based in Mauritius.**

Paul joins with over two decades of extensive leadership experience in commercial strategy, business transformation and driving growth within world-leading organisations in both the hospitality and travel industries. An Irish national, he holds a Master's in Economics from the University of Leicester and an MBA from Lancaster University. His distinguished career showcases his acute business acumen and keen ability to develop and lead innovative commercial and operational strategies that deliver results.

At Mövenpick Hotels & Resorts, he was the Senior Vice President – Commercial. Besides being instrumental in developing strategies which contributed to the group's global turnover, he led the successful commercial and digital transformation of the company, including the commercial departmental relocation to Dubai. Prior to Mövenpick, as Group Commercial Director of the European tourism company Pierre & Vacances - CenterParcs Group, he oversaw its marketing and distribution through digital, CRM and call centres. Paul was General Manager - HotelClub EMEA for global online travel company Orbitz.com (now part of Expedia.com), and was also E-commerce Director at the InterContinental Hotels Group.

Prior to joining The Lux Collective, Paul was Managing Director North America at RCI - part of Travel + Leisure Co, the world's leading membership and leisure travel company generating \$ 3.88 BN in revenue. A member of the Executive Committee, he was responsible for the strategic and commercial leadership, oversaw growth initiatives and spearheaded change management to streamline processes and optimise operational efficiency.

Paul will strengthen the Group by focusing on awareness-driving strategies for its portfolio of brands across all channels, while empowering people. His approach to change management and innovation has enabled him to transform teams and lead the expansion of renowned international brands. A dedicated hotelier at heart, he has a passion for nurturing teams and advocating talent development for individual and organisational growth.

Olivier Chavy, Chief Executive Officer of The Lux Collective said, "Paul's proven track record in driving profit and growth, coupled with his expertise in digital transformation, data-driven strategic planning and international team leadership, will be invaluable in supporting our company's ambitions. We are excited about the forward-looking insight and leadership that Paul will inject to further heighten The Lux Collective as a leading world-class hospitality group."

"I am thrilled to join The Lux Collective, a trendsetting hospitality company, which has created and is managing some of the world's most innovative brands. Together with our team, I look forward to elevating our branding and creating distinctive guest experiences with thoughtful touch points – that delight and celebrate life," said **Paul Mulcahy, Chief Commercial Officer of The Lux Collective.**

LUX*
RESORTS & HOTELS

tamassa

salt

socio



About The Lux Collective

The Lux Collective ("TLC") is a Mauritian-born global luxury hotel operator and manages brands [LUX*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and Café LUX*.

At the heart of its purpose, TLC makes each moment matter and cares about what matters. Putting people first is the core of TLC's culture as well as staying true to the values of being passionate, responsible and innovative in all that it does. By providing comfort through thoughtful and exquisite designs, TLC creates experiences that make each moment matter for all guests. It is committed to operating in a considered and respectful manner that is mindful of future generations.

Through its signature Groupwide sustainability project Tread Lightly, The Lux Collective promises an eco-conscious stay throughout its hotels. Its partnership with Altruistiq, a group of CO2 experts, focuses on the environmental footprint and ensures that emission sources are tracked using the highest international Science-Based standard.

Growing the global presence, TLC currently manages 18 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania, and with 13 more hotels in its development pipeline in Asia and the Middle East.

An affiliate member of IBL, a major economic player in the Indian Ocean and a public-listed leader of the "Top 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, with a global portfolio of approximately 300 subsidiaries and associated companies.

About LUX*

At [LUX*](#), time is luxury. LUX* helps people to celebrate life by delivering consistently on the promise of a different kind of luxury; hospitality that is Lighter. Brighter. In a world where a deeper sense of connection can be hard to reach, even on vacation, it enables guests to break from the ordinary. Staging exceptional experiences in different locales – whether on the Beach, in the City or in Nature, it transforms the everyday into the extraordinary through elevated service, contemporary spaces and crafted escapes to truly disconnect and relax - **with Life Extraordinary**.

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