

**The Lux Collective Appoints Sandy Shen
as new Vice President, Sales & Marketing - Asia Pacific**



Singapore, 8 October 2024 – Global luxury hospitality group The Lux Collective has announced the appointment of Sandy Shen as its new Vice President, Sales & Marketing for Asia Pacific. She will be based in the Shanghai Office and will report to Chief Operating Officer – Asia Pacific Nitesh Pandey.

With over 20 years of experience, Sandy has a proven track record in driving growth and innovation in sales and marketing within the industry. Having worked in renowned hospitality companies, she was with Tonino Lamborghini Hotels & Resorts as Vice President of Sales & Marketing and held key positions with The Edition, Alila Hotels & Resorts and Jumeirah Hotel Group amongst others – overseeing Greater China and Korea markets.

Majoring in Hotel Management from the Institute of Tourism in China, Sandy started her career as Assistant Sales Manager at Hilton Group’s National Sales Office in China. Prior to joining, she was the Director of Sales & Marketing of Regent Shanghai on The Bund.

Sandy will be responsible for leading the Sales & Marketing teams in Asia Pacific, developing strategies to expand its market presence and deliver exceptional value to all stakeholders. Her leadership and professional expertise at both corporate office and property levels will be invaluable as the Group strives to achieve ambitious business goals and grow the Group’s portfolio of hotels worldwide.

“We are delighted to welcome Sandy to The Lux Collective hospitality group. With her extensive industry experience in regional sales and marketing, she will contribute to the Group’s strategic direction as we expand our global footprint,” said **Chief Operating Officer – Asia Pacific Nitesh Pandey.**

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LUX*
RESORTS & HOTELS

tamassa

salt

SOCIO



About The Lux Collective

[The Lux Collective](#) ("TLC") is a global luxury hotel operator headquartered in Singapore 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 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**.

Media Relations

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