



EMBASSY SUITES
HOTELS®

Jim Holthouser
Senior Vice President, Brand Management
Embassy Suites Hotels®

As the senior vice president, brand management for Embassy Suites Hotels, Jim Holthouser leads marketing, sales, revenue management, development, quality and product/service and franchise owner relations efforts for the \$1.5B annual revenues brand. He was named to the position in February 2006.

With more than 17 years of experience in the lodging, restaurant and gaming industries, Holthouser has held a series of increasingly important senior management positions within Hilton Hotels Corporation. His career with the company began as the director of market research for Promus Hotels, where he created a number of cutting-edge industry and consumer measurement systems for both domestic and international marketing. Most recently, he was senior vice president, brand management, for Homewood Suites by Hilton.

His top priority with the Embassy Suites brand is to achieve the development goal of having 300 hotels open or in the pipeline by 2010. In order for that to happen, the brand must open 15 to 20 hotels per year, more than four times the number of hotels Embassy Suites has opened per year in the last decade. The 2007 development plan includes opening properties in: Montreal, Quebec, Canada; Charlotte, NC; Fort Worth, TX; Tucson, AZ; Peoria, IL; Philadelphia, PA; Tampa, FL and Valencia, CA

Embassy Suites Hotels has 40 new hotels in design or under construction, including entries into such diverse markets as San Jose, Costa Rica; Panama City, Panama; Anchorage, AK; and San Antonio, TX.

Since taking the helm of the Homewood Suites brand in 1999, Holthouser launched an aggressive development program to grow overall distribution. This program grew the extended stay brand from 80 hotels to 170 hotels, with another 110 in the development pipeline. Under Holthouser's leadership, the Homewood Suites brand also became the first extended stay hotel chain to offer its guests complimentary, high-speed Internet access.

Holthouser received his MA in economics/political science from the University of Louisville and his master of business administration degree from the American Graduate School of International Management. He is fluent in German and has a strong working knowledge of French. He resides in Memphis with his wife and two children.