



Biography of Ashish Verma

Mr. Ashish Verma is Senior Vice President of Luxury Division for Dream Hotel Group. He is responsible for The Chatwal brand of luxury hotels. Verma oversees the flagship, The Chatwal, New York, an iconic luxury boutique hotel in heart of Manhattan and also development, acquisition and management for new Chatwal Hotels, like The Chatwal Vines, San Miguel de Allende, Mexico - opening Winter 2020 and The Chatwal Lodge, Bethel, New York opening Spring 2021. Other planned expansion of company's Luxury hotels in the United States and overseas are also his responsibility. Verma's reputation for excellence, details and creating finest hospitality experiences are well recognized globally.

Verma has lead a complete repositioning, rebranding, and renewal of The Chatwal, New York and made a profound impression on the growing landscape of finest hotels in the World. The Chatwal, New York under his leadership is now recognized among the top luxury boutique hotels. Mr. Verma's passionate leadership created a series of specialty suites, most with landscaped terraces, which are now signature experiences at The Chatwal. For. e.g. The Chatwal Suite, The Garden Suite, The Manhattan Suite, The Hollywood Suite, The Library Suite, The Heritage Suite, The Zen Suite, The Sanctuary Suite, The Gem Suites – Ruby, Emerald, and Topaz. Numerous bespoke elements of service and details have made The Chatwal, New York recognized as a 'Jewel of Manhattan'. Such elements include, incorporating designer elements with bespoke 'Alicia Adams Alpaca throws' from Peru, 'Georg Jensen' flower vases and bowls, Porcelain by 'Bernardaud', Silverware by 'Christofle', 'Mercedes' house car, 'Diptique' fragrance, handpicked collection of finest reading and reference books from 'Assouline'. And, brand partnerships such as with 'Harrods of London'. Verma has created immense details in the Butler Services and the Guest Relations programs with most personalized and memorable touches of service for luxury travelers. He personally guided the 'Green initiatives' at The Chatwal, and introduced 'Wellness programs' including 'Yoga' and guided sessions with Yoga Scholar Eddie Stern. He also has inspired the philanthropic engagements by inspiring quarterly volunteering and supporting numerous worthy causes led personally by him under the series called 'Art of Giving'. His strong leadership have taken The Chatwal New York to be recognized as the #1 'Best Hotel in New York City', #3 'Best Hotels in the United States' and #38 'Best Hotels in the World' by Conde Nast Traveler Readers Choice Award poll of 2018 as well as the '2017 and 2018 North America's Leading Luxury Hotel' by World Travel Awards.

Mr. Verma was previously the General Manager of The Lowell Hotel, New York, which was also consistently ranked among the top luxury hotels of the World. Verma managed The Lowell for seven years and had successfully guided this landmark property to new heights with numerous initiatives, which include creating The Lowell's elite loyalty program; 'The Lowell Club' which had been a powerful influencer in the repeat guest factor for The Lowell. He led The Lowell to a number 1 position in 'Top City Hotels in the World' as ranked in the 2014

reader's poll of the renowned travel connoisseur Andrew Harper. Verma's leadership brought the Lowell for three consecutive years in the top 3 hotels of the world ranking including many other highest accolades. Verma had also launched a program called 'Hearth and Home' made up of high profile Travel Industry Executives who met bi-annually to discuss the past, present and future of the Luxury Hospitality Industry. Mr. Verma also served on the board of the Madison Avenue Business Improvement District.

Prior to The Lowell, Verma was General Manager of another world renowned icon, Windsor Court Hotel, New Orleans, with Orient Express Hotels, where in addition to leading the Hotel thru Hurricane Katrina, he successfully led post-Katrina recovery efforts that enabled the property to become one of the first hotels to reopen after the devastating hurricane. Windsor Court Hotel was consistently amongst the Gold list of Conde Nast Traveler and amongst the top recognized hotels in Travel and Leisure magazine. In addition to spearheading the revival and rebound of Windsor Court Hotel, Verma was instrumental in the gradual recovery of tourism during historically the most challenging times in New Orleans. He was involved in various capacities in the Industry and Civic causes. Verma was elected president of Greater New Orleans Hotels and Lodging Association, served as board member of New Orleans Tourism and Marketing Corporation, Arts Council, and Horizon Initiative. Verma was active in leading volunteering activities thru collaborative initiatives with Habitat for Humanity, local schools and organizations. Verma's numerous recognitions by the City of New Orleans include '40 under 40' citizens award in 2006 and 'Men of Fashion - Best Dressed' in 2007 by New Orleans magazine.

Born in The Punjab, India, Verma received a B.A. with honors in Political Science and Economics from Punjab University, Chandigarh, India, a graduate degree in Hospitality Administration from The Oberoi School of Hotel Management, New Delhi, India and a Master of Business Administration from IMHI Cornell-Essec, Paris, France.

Verma's illustrious career in hospitality includes various positions with Oberoi Hotels International, Hyatt International Corporation, Millennium Hotels & Resorts, Orient Express Hotels, and Lowell Hotel Inc., in Asia, Europe and North America, in cities such as Paris, New Delhi, New Orleans and New York. An avid sports fan, is active Badminton, Squash and Tennis player. Ashish Verma was a competitive cricketer and captain of his university tennis team. Verma is a keen traveller, reader, guitarist, philosopher, poet and yogi who speaks several languages. He remains active and engaged in several social, economic and environmental causes by serving on boards of various non-profit organizations.