



JOANNE TAYLOR-STAGG APPOINTED AS GM AT FIVE-STAR ATHENAEUM HOTEL



Joanne Taylor-Stagg has taken up the helm as General Manager of The Athenaeum Hotel & Residences in London.

A seasoned professional with over twenty-five years' experience, Joanne's pedigree background has led her around the world playing an integral part in each position held.

Joanne's strong creativity and leadership helped her facilitate the repositioning of The Trafalgar St James from a 4-star hotel to a luxury 5-star boutique during her time as General Manager (April 2016-April 2018). This repositioning included introducing the hotel to a new audience, and creating the highly successful food and beverage concept 'The Rooftop', named as 'Best Rooftop Bar' by the Daily Telegraph in March 2018 and one of GQ Magazine's 'Best Places to Spend New Year'.

Between 2011-2016, she held several key roles within the ReDefineBDL group starting as General Manager ReDefineBDL based at the Crowne Plaza London, Docklands (2011-2014) before progressing to Cluster General Manager overseeing Crowne Plaza Docklands, Crowne Plaza Marlow and Crowne Plaza Reading properties (July 2014-Dec 2014); before ascending to Divisional Director for the group; overseeing 8 managed hotels between January 2015-March 2016.

Progressing and nurturing young talent is one of the reasons Joanne gets out of bed in the morning and is an initiative she is fiercely passionate about. She played a pivotal role setting up the inaugural IHG Academy programme to help young and long-term unemployed individuals return to the workplace, as well as assisting Dr Hilary Cooke to setup of a mentoring scheme between St Julian Scholars and the Master Innholders Aspiring Leaders Diploma graduates.

She has overseen multi-million-pound refurbishments, due diligence work on acquisitions and refinancing deals and helped and supported her teams to delivering exceptional results; with record breaking revenue and exceeding both guest and staff satisfaction indexes.

Joanne is joining The Athenaeum Hotel & Residences at a critical time in the hotel's trajectory with new products and services launching within the property including the refurbished Residences, as well as the beautiful new 10th floor hotel guest space, The View.

She is a British/South African national and holds several degrees in hospitality including: Executive Masters in Hospitality & Tourism Leadership and the Cornell University School of Hotel Administration, General Managers Programme.

Joanne is a Fellow of the Institute of Hospitality, a Master Innholder, and St Julian's Scholar.

The Athenaeum Hotel & Residences

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Notes to Editors:

About The Athenaeum Hotel & Residences Located in the heart of Mayfair (nearest tubes are Green Park and Hyde Park Corner) opposite Green Park and moments from Shepherd's Market and Buckingham Palace, the 5-star Athenaeum Hotel & Residences exudes the essence of Englishness: discreet, personal, friendly, interesting, lavish, quirky and down-to-earth. The family-run venue encompasses 134 bedrooms, 10 suites and 14 Townhouse Residences, Michelin-starred chefs Galvin at The Athenaeum restaurant, Bar and four event and conference suites catering for up to 100 people.

For further information, hi-res images or to arrange a review or interview, please contact Mason Williams Communications:

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