

THE DOYLE COLLECTION

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THE DOYLE COLLECTION ANNOUNCES APPOINTMENT OF TWO NEW EXECUTIVE HIRES



Anna Abbott [pictured left] and Katherine Gordon [pictured right]

August, 2023 - [The Doyle Collection](#) today announces exciting developments to its senior team with the appointment of Katherine Gordon as Chief Commercial Officer and Anna Abbott as Chief Marketing Officer of the international group of luxury hotels. Both Katherine and Anna are experienced executives with over 20 years in their respective fields, bolstering The Doyle Collection's leadership team to further push the boundaries of luxury Irish hospitality in the international marketplace.

The Doyle Collection is a family-owned and operated hotel group with landmark properties in Ireland, the United Kingdom and the United States. The Westbury Hotel, the group's flagship property, is situated in the heart of Dublin and is a member of Leading Hotels of the World. In the UK, The Marylebone, The Kensington, and The Bloomsbury hotels are all located in central London, as well as The Bristol which is located harbourside in Bristol. In addition, the group's Irish hotels also include The River Lee in Cork and The Croke Park Hotel in Dublin, while in the US, The Doyle Collection's Dupont Circle Hotel is located in the centre of Washington D.C.

"We are delighted to welcome Katherine and Anna to The Doyle Collection, both of whom will be instrumental in our plans for growth and development in the future. With significant investment in our properties over recent years, from recent refurbishments in The Westbury in Dublin and The Kensington in London to forthcoming introductions of new guest experiences across our bars and restaurants, it is an exciting period for The Doyle Collection. We trust that with Katherine and Anna leading our commercial and marketing teams we will continue to reach new heights of hospitality and continue

the proud history of this exceptional hotel group,” commented Gordon Drake, Chief Executive Officer, The Doyle Collection.

Katherine Gordon, Chief Commercial Officer

Katherine Gordon joins The Doyle Collection Sales Team with over 20 years’ experience in commercial, sales and marketing roles across the hospitality sector. Katherine has a passion for growing and expanding the footprint of properties in the luxury market, a skill she will be bringing to her new role at The Doyle Collection.

Luxury and lifestyle hospitality is very much within Katherine’s DNA, having spent the past six and a half years with COMO, and previously working with brands such as Jumeirah and Starwood. Katherine has led and implemented numerous successful repositioning campaigns throughout her career and will bring significant in-house experience for The Doyle Collection’s future development.

In her role as Chief Commercial Officer, Katherine will be responsible for driving the sales and revenue functions across The Doyle Collection whilst driving short lead tactical campaigns. She brings a wealth of knowledge, experience and expertise to her new role within the boutique hotel group.

Katherine comments: “The Doyle Collection is in a unique position - being one of the few family-owned luxury hospitality groups within the international marketplace, making my new role as Chief Commercial Officer particularly exciting. Having worked extensively with large corporations as well as boutique brands, I was drawn to the company as it combines both of these unique elements seamlessly. In this new role, I plan to continue to balance our global mindset with the warmth of The Doyle Collection’s genuine Irish hospitality to drive the business forward.”

Anna Abbott, Chief Marketing Officer

Anna Abbott joins The Doyle Collection from the Tate, the largest museum visitor destination brand in the UK where she spent the past six years. Anna brings over 20 years’ track record driving reach, reputation and for global brands including the Tate, the BBC, Royal Museums Greenwich, and Arts Council England.

Anna brings a wealth of expertise in building desirable brands, digital transformation, creative campaigns and end-to-end customer experience to grow businesses. In her role as Chief Marketing Officer at The Doyle Collection, Anna will be responsible for leading brand strategy and overall marketing, digital, PR and customer relationship management. Anna is a well-established leader in her field, and her knowledge and expertise will benefit the marketing teams, as well as The Doyle Collection as a whole.

On her new role, Anna comments: “I am delighted to join The Doyle Collection at this exciting time for the company. What attracted me to The Doyle Collection is the real warmth and focus on people – stemming from the Irish hospitality, modern approach to luxury and relaxed atmosphere. This is fused with design, style, creativity, and a very special personalisation of experience - spending time in these spaces just lifts the happiness levels. As Chief Marketing Officer, I’m looking forward to continuing to foster the unique brand experience across every touchpoint, and helping to build brand

awareness locally and globally for this most extraordinary group of hotels, restaurants and bars.'

Ends

For press enquiries please contact Perowne International
doyle@perowneinternational.com

About The Doyle Collection

At the heart of our business is a warmth of service that stems from our family ownership, imbuing our properties with the familiarity and intimacy of a private home. Each of our eight hotels – landmark buildings in unrivalled city locations, has its own distinct personality that is rooted in, and authentic to, its neighbourhood. Innovation and ongoing investment ensure a boutique, cosmopolitan yet local feel – as seen in our destination restaurants, bars and event spaces – while our heritage lends character to our vision of informal luxury, timeless style and the very best guest experience. For more details, visit [The Doyle Collection](#).

The Doyle Collection is delighted to join GHA's newly launched Green Collection, bringing under one umbrella nearly 200 hotels, resorts and palaces operated by GHA hotel brands that are demonstrating their commitment to protecting people and the planet. The new Green Collection empowers GHA DISCOVERY's 24 million members to make conscious and responsible travel choices. For more information on Green Collection, visit www.ghadiscovery.com/explore-green-collection