



Selina Welcomes Top-tier Operations and Commercial Leaders to Its Team

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NEW YORK--(BUSINESS WIRE)--May 2, 2024-- Selina Hospitality PLC ("[Selina](#)" or the "Company"; NASDAQ: SLNA), a global lifestyle and hospitality company catering to millennial and Gen Z travelers, is pleased to provide further updates regarding key recent appointments in its Operations and Commercial senior leadership aimed at driving profitability and superior guest experiences. These new leaders bring a wealth of experience from renowned hospitality brands and a fresh perspective to Selina's operations and commercial endeavors.

Country Operations key appointments:

Ilan Weill joined Selina in November 2023 as the **Head of Operations for North and Central America**, bringing over 30 years of extensive experience from Hyatt Hotels and Resorts across five of their brands in six countries: Israel, Mexico, Guatemala, Argentina, India and Australia. With a successful track record managing new hotel openings, including the launch of the Hyatt Centric Melbourne, Ilan is poised to drive Selina's hotels towards profitability and superior performance. His passion for fostering connections and storytelling will further enhance Selina's unique guest experience.

Mickey Shneider assumed the role of **Country Director for Israel** in April 2024, coming with 30 years of expertise in 5-star luxury hotels, including opening and managing hotels at Starwood and Hilton, among others. Having managed properties generating over \$80 million in revenue across major cities worldwide, such as Miami, Boston, New York, Tel Aviv and Montreal, Mickey's leadership will be instrumental in furthering Selina's presence in the Israeli hospitality sector.

Leon Pellicer, has been appointed new **Country Operations Director for Mexico** in April 2024, bringing over 20 years of results-oriented leadership in the hospitality and tech industry in companies such as Four Seasons Hotels, St. Regis Hotels, Google and Apple. His approach, centered on collaboration and impactful experiences, aligns perfectly with Selina's mission to create authentic and memorable stays for its guests.

Global Commercial key appointments:

May Pendraat Kredner joined Selina in August 2023, and was promoted to **Vice President of Marketing** in February 2024, bringing her international, innovative outlook and demonstrated track record of success with over 25 years of experience across multiple brand tiers in the likes of Hyatt Hotels Corporation and Rosewood Hotel Group, to Selina's strategic planning and digital transformation initiatives. Fluent in several languages and with a multi-cultural background, May excels in managing stakeholders, building infrastructure and driving solid top line performance in the hospitality industry.

Yves Pouliot joined Selina in January 2024 as the new **Global Head of Distribution**, leveraging his extensive experience as Global Key Account Manager at Booking.com and Sales & Marketing leadership roles at Marriott. Yves specializes in large data analysis and revenue optimization, aiming to drive mutually beneficial outcomes through strategic distribution partnerships and maximizing revenue opportunities for Selina.

Anne Laeremans joined Selina in January 2024 as the new **Global Director of CRO** (Central Reservations Office), with over 20 years of experience in sales effectiveness, brand relationships and hotel management, having worked at Aimbridge Hospitality and Marriott International. Her expertise in enhancing sales structures and fostering collaborative teams will further strengthen Selina's revenue-driving capabilities.

Marco Táboas, Selina's new **Commercial Director for EMEA** since April 2024, brings over 25 years of experience in the tourism industry and various industrial sectors, most recently for Inetum and Yoidata, focused on marketing, sales, and organizational transformation. His expertise in strategic planning and digital transformation projects will drive Selina's growth in the region.

Gadi Hassin, Chief Operating Officer of Selina, expressed his enthusiasm for the new additions to the team, stating, "We are pleased and excited to add strength and depth to our leadership team with these exceptional and experienced hospitality leaders. Already, we are seeing positive signs of progress as they bring their diverse expertise to drive Selina forward."

With these appointments and replacements, Selina fulfills its vision of bringing seasoned and experienced hospitality leaders to reach Selina's goal of operational excellence and its path to profitability.

About Selina Hospitality PLC

Selina Hospitality PLC (NASDAQ: SLNA) is a global hospitality brand built to address the needs of millennial and Gen Z travelers, blending beautifully designed accommodations with coworking, recreation, wellness, and local experiences. Founded in 2014 and custom-built for today's nomadic traveler, Selina provides guests with a global infrastructure to seamlessly travel and work abroad. Each Selina property is designed in partnership with local artists, creators, and tastemakers, breathing new life into existing buildings in interesting locations in 22 countries on six continents – from urban cities to remote beaches and jungles. To learn more, visit [Selina.com](#) or follow Selina on [X](#), [Instagram](#), [Facebook](#), [LinkedIn](#) or [YouTube](#).

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