



Boston University School of Hospitality Administration

PRESS RELEASE

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JAVIER ROSENBERG NAMED CHAIRMAN OF THE BOARD OF BU SCHOOL OF HOSPITALITY ADMINISTRATION

(October 29, 2020) Boston, MA – Javier Rosenberg, SHA'94, previously Vice Chairman of the Board of Advisors to the Dean of Boston University's School of Hospitality Administration (BU SHA), has assumed the role of Chairman effective immediately. Rosenberg succeeds Thomas Engel, Founder of TR Engel Group, who served in this position since 2015.

"We're honored and privileged for Javier to lead our Advisory Board and guide BU Hospitality forward," says BU SHA Dean Arun Upneja. "He's one of the most innovative and dynamic executives in our industry. I know his leadership, world-view, experience, and enthusiasm will permeate throughout our School, especially during these unprecedented times."

"We are particularly eager to move ahead under Javier's guidance as we continue to elevate our strategic plan and reinvent SHA, redefining what it means to be in the hospitality business today," adds Dean Upneja.

As Chairman of the Dean's Advisory Board, Mr. Rosenberg will advance SHA in its endeavors by surfacing relevant issues, spearheading Board conversations, and

advocating for the School of Hospitality's philanthropic mission. His vision and leadership will help curate SHA for the future.

Mr. Rosenberg is President of Northwood Hospitality, the management platform for Northwood Investors, a real estate investment firm with a portfolio of globally recognizable branded and independent assets, including resorts, business and boutique hotels. His global background also includes senior roles in management, investment and franchise operations across multiple segments in the hospitality industry and across the United States, Europe, Asia and Latin America. His operations experience includes senior leadership roles in global organizations and general manager roles in leading luxury hotels around the world.

With Carlson Rezidor (Radisson Hotel Group), Rosenberg served as President and was responsible for managing and growing the brand to more than 700 hotels worldwide. He also held regional roles with InterContinental Hotel & Resorts, Raffles Hotels and Resorts and Swissotel. Mr. Rosenberg has actively participated in key tourism organizations, and was recognized by the International Hotel & Restaurant Association as Young Hotelier of the World in the year 2000.

"I'm incredibly grateful to have the opportunity to contribute to the future of my Alma Mater," says Rosenberg. "Together with Dean Upneja, my fellow Advisory Board members - who are each in their own right successful champions in their fields -- and the School's esteemed faculty and staff, we are certain to create meaningful and fruitful opportunities for the undergraduate and graduate students at BU School of Hospitality. Similarly, we are eager to positively impact the industry that we all whole-heartedly cherish."

Rosenberg succeeds Tom Engel, who committed to BU SHA originally as a board member, then Vice-Chairman, and Chairman. Mr. Engel's priority was the career-readiness of BU SHA students, encouraging others to provide work opportunities for students. Engel himself hired many BU SHA students over the years for internships and full-time positions. His leadership proved critical to further enhance the School's coursework toward the business of hospitality.

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About Boston University School of Hospitality Administration: Established in 1981, Boston University's School of Hospitality Administration (SHA) offers students a combination of rigorous academics, liberal arts curriculum, and international experiences for the pursuit of success in lodging, restaurants, food service, and other avenues of the hospitality industry. SHA has a unique relationship with the city of Boston, where the area's hotels and restaurants provide students with numerous opportunities for internships to satisfy work experience requirements for their degree.

The next SHA Leadership Summit is open to students and industry executives and is scheduled for March 20-21, 2020. (www.bu.edu/hospitality)

About Boston University: Founded in 1839, Boston University is an internationally recognized institution of higher education and research. With more than 33,000 students, it is the fourth-largest independent university in the United States. BU consists of 17 schools and colleges, along with a number of multi-disciplinary centers and institutes integral to the University's research and teaching mission. In 2012, BU joined the Association of American Universities (AAU), a consortium of 62 leading research universities in the United States and Canada.

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