

## Crystalbrook Collection Strengthens Leadership Team

*Crystalbrook Collection makes four key appointments as the hotel group continues to strengthen its leadership team.*

### **Neil Patmore, Chief Financial Officer, Crystalbrook Collection Corporate Office**

Crystalbrook Collection has appointed Neil Patmore as its Chief Financial Officer overseeing the company's planned AU\$1 billion investment in Australia. Neil joins Crystalbrook Collection following an extensive career in the United Kingdom, USA, Australia and New Zealand. Most recently Neil was the Senior Regional Finance Director, Australasia for Hilton Worldwide.

Speaking on his appointment, Neil said: "Crystalbrook Collection has a great future. It's a unique and exciting opportunity to work alongside like-minded individuals passionate about creating a new brand that will challenge the status quo within the hospitality world."

Neil will be based at Crystalbrook Collection's head office in Sydney overseeing teams in Sydney, Cairns and Port Douglas.

### **Eddie Ross, Food and Beverage Manager, Crystalbrook Collection Cairns**

Eddie Ross has been appointed Food and Beverage Manager across the first three Crystalbrook Collection hotels located in Cairns. Eddie brings a wealth of experience in the hospitality and tourism industry acquired working throughout Australia and New Zealand. Most recently he managed a staff of 350 where he was responsible formulating and implementing strategies for growth.

Commenting on his appointment, Eddie said: "We've got very strong restaurant concepts and I'm looking forward to opening these and making our mark on the Australian culinary scene."

**Luis Rodrigo Zamora, Executive Chef, Crystalbrook Collection Cairns**

Hospitality veteran Luis Rodrigo (Rod) Zamora has been appointed Executive Chef overseeing the groups hotel portfolio in Cairns. Rod is a seasoned culinary professional with more than 20 years' hospitality experience working throughout London, Netherlands, Malaysia, Thailand, Maldives and Australia. Most recently he held the position of Executive Chef with Hilton Kota Kinabalu in Malaysia.

“Having worked abroad for so many years I’m excited to be back in Australia and working with the extensive array of fantastic local produce we have here,” said Rod.

**George Beeby, Director of Sales, Crystalbrook Collection Cairns**

George Beeby joins Crystalbrook Collection as the newly appointed Director of Sales across the three hotel developments in Cairns. George brings over a decade’s experience in sales and business development to the role. George previously held senior sales positions with both Starwood/Marriott International and Accor Hotels.

Speaking on his appointment, George said: “I’m excited about Crystalbrook Collection’s vision and look forward to redefining Cairns as the go-to destination for luxury leisure.”

ENDS

**For further information, images or to arrange media interviews contact:**

Katie Malone  
Group Director, Marketing  
Crystalbrook Collection  
Surry Hills House  
Level 2, 10-14 Waterloo Street  
Surry Hills, NSW 2010, Australia  
P : +61 424 927 964  
E : [katie.malone@crystalbrookcollection.com](mailto:katie.malone@crystalbrookcollection.com)

Danielle Terry  
Marketing Specialist  
Crystalbrook Collection  
Surry Hills House  
Level 2, 10-14 Waterloo Street  
Surry Hills, NSW 2010, Australia  
P : 02 9048 4417  
E : [danielle.terry@crystalbrookcollection.com](mailto:danielle.terry@crystalbrookcollection.com)

**About Crystalbrook Collection**

Crystalbrook Collection is an Australian based tourism and hospitality group. Its portfolio consists of Crystalbrook Superyacht Marina, hotel and resort developments, a luxury lodge and a 90-foot motor yacht.

To date, Crystalbrook Collection has committed more than AU\$700 million in tourism investments within Australia.

**Crystalbrook Collection and Ghassan Aboud Group**

Crystalbrook Collection is owned by accomplished entrepreneur and philanthropist Ghassan Aboud. Ghassan Aboud Group is a multi-business conglomerate engaged in automobiles, real estate, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, China, Jordan and Turkey.

The establishment of Crystalbrook Collection in Australia marks the groups substantial investment foray in the region - notably in the acquisition, development and management of hospitality, tourism and related assets.