



Executive Vice President and Chief Branding Officer



As chief branding officer for Carlson, Gordon McKinnon is part of a global strategic team focused on refining the Carlson brand and further defining and implementing the positioning of the Carlson Rezidor Hotel Group brands including Radisson Blu®, Radisson®, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By CarlsonSM as well as the recently announced Quorvus Collection and Radisson Red.

McKinnon has been instrumental in the successful launch of the Radisson Blu brand in Asia Pacific and in the Americas with the opening of the Radisson Blu Aqua Hotel, Chicago, the Radisson Blu Mall of America, and the Radisson Blu Warwick Hotel, Philadelphia; the realignment of the Radisson brand in the Americas; the rollout of the next generation of Park Inn by Radisson in Europe, Middle East and Africa and Asia Pacific; and the evolution of Country Inns & Suites By Carlson with the launch of Generation 4, a new brand identity and next generation hotel design. And is the vision behind the two new Carlson Rezidor brands – Radisson Red and Quorvus Collection.

McKinnon came to Carlson from The Rezidor Hotel Group based in Brussels, Belgium, where he was executive vice president of Brands and brand leader of Hotel Missoni, for which he was responsible for defining and establishing the concept in terms of design, architecture, strategic locations, operations and service standards.

In 2002, as part of an acquisition of London-based Malmaison Hotels, McKinnon joined Rezidor as vice president of Brand and Concept Development, which involved positioning and defining current and future hotel brands and concepts. During this time at Rezidor, he also served as the managing director of the Malmaison Brand Company. Before joining Rezidor, McKinnon was vice president of marketing for the Malmaison hotels where his main responsibilities included the creation, control and promotion of the brand. In addition, he has held several leadership positions at marketing, media and communications companies in the United Kingdom. It is estimated that throughout his career, McKinnon has played a significant role in the development and openings of over 300 hotels in well over 30 countries.

Gordon
McKINNON

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