



Luis del Olmo Piñero is Chief Global Marketing Officer and Member of Executive Committee of Sol Meliá Sa. Spain's leading hotel company and the twelfth largest hotel company in the world with 350 hotels and 85,000 rooms in 30 countries on 4 continents. In 1989, Luis joined Disneyland Paris as a key member of the pre-opening executive team. Led multi-disciplinary groups to develop and implement successful marketing and sales initiatives, distribution strategies which achieved first year objectives of 12 million visitors to Euro Disney, Paris.

He also held management accountability for sales, marketing and reservations efforts of Holiday Inn International across EMEA