



Paul Jones

Chief Executive Officer, The Lux Collective

With over five decades of international luxury hospitality experience, Paul Jones was appointed Chief Executive Officer of The Lux Collective when the hotel management company relocated its corporate office from Mauritius to Singapore in 2019 in a strategic move to intensify its global expansion plan.

As a testament to his invaluable leadership, the Board of Directors have extended Paul's tenure for another three years until June 2024. Committed to the group's vision of "making each moment matter", The Lux Collective is poised for a new era of differentiated hospitality experiences for discerning travellers across more regions. Under his visionary leadership, The Lux Collective's portfolio now comprises four distinctive brands with eleven operating

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properties and more developments in the pipeline in the Indian Ocean, Europe, Southeast Asia and China.

Prior to joining The Lux Collective, Paul's remarkable career covered various key leadership positions at some of the world's most celebrated brands. He served for almost 20 years as Managing Director of the Sun Resorts Group, and later, as President of One&Only, where he was instrumental in successfully launching and growing the brand on a global basis, before joining LUX* Resorts & Hotels in 2010.

Under his leadership, LUX* Resorts & Hotels was recognised in several international accolades including **Best Luxury Spa Group in the Indian Ocean** by World Luxury Spa Awards and **Luxury Hotels & Resorts Operator of the Year** by TTG Travel Awards.

Recognized for his inspirational achievements towards establishing and developing the hospitality and tourism industry in Mauritius, Paul was conferred the Dignity of Companion of the Order of St Michael and St Georges by her Majesty Queen Elizabeth II. He was also awarded one of the highest honours by the President of the Comores, the Chevalier de l'Etoile d'Anjouan, for his significant contribution to the growth and development of the hotel and tourism sector in the Comores.

Paul holds an MBA with distinction from the University of Surrey and has completed the Program for Management Development at The Harvard Business School. He is a Fellow at the Institute of Hospitality in the United Kingdom.

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