

Yigit Sezgin is AccorHotels' new CCO for the Middle East, Africa

Yigit Sezgin has been appointed as AccorHotels' new chief commercial officer for the Middle East and Africa. Sezgin will be based in Dubai and will oversee all commercial disciplines for the region, including dedicated sales support, digital marketing, brand marketing, communications, loyalty, partnerships, business intelligence, and revenue management.

He will also lead the group's digital transformation in the area, drive brand development and delivery as well as integrating business streams, especially as it relates to the group's loyalty programme.

For more, visit: <https://www.bizcommunity.com>