



Reto Wittwer
Chairman, World Tourism Forum Lucerne

Reto Wittwer is the Founder & Chairman of Smart Hospitality Solution (SHS). SHS currently holds 3 hotel brands with international developments under process in Europe, Middle East, Africa, Asia and South America.

As the only "Hotelier" executive who served as Chief Executive Officer of 3 luxury hotel groups for more than 3 decades, Mr. Wittwer is considered one of the leaders in the hospitality industry. With his last position as President and CEO of Kempinski Hotel Group, Europe's oldest luxury hotel management company, Mr. Wittwer transformed Kempinski into a unique luxury hotel brand under the philosophy of individuality during his 20 years of leadership. Previously he held the position of President and CEO of Ciga S.p.A (1992-1995) and prior to that President and CEO of Swissair Nestlé Swissôtel Ltd (1989-1992).

As a Swiss and French national, Mr. Wittwer graduated from the renowned Swiss Hotel Management School in Lausanne. Following his studies, he has gathered extensive experience in the international hotel industry and rapidly rose the ladder of success by taking on his first GM position at aged 30 years. With more than 180 countries visited, fluent in 7 different languages, this gives Mr. Wittwer a mastery in knowledge of know-how and talent recognition.

As a strong influencer and high-level decision maker Mr. Wittwer holds many Executive, Senior and Chairman of the Board positions. He was voted amongst the Top 50 most influential Swiss.

Mr. Wittwer sits on the advisory board of the Swiss Hotel Management School in Lausanne, which is known for developing and promoting new talent of hotelier leaders and is a board member of the International Hotel and Restaurant Association.

Mr. Wittwer has a strong passion to position future generation's to grow into this billion-dollar industry that employs 10% of the world's population by giving back and providing opportunities for young people.

With his contribution to the Hotel and Tourism Industry along with his engagement in promoting talents, Mr. Wittwer has received many honours including the "Freedom of the City of Paris", title "Honour of France" and "Hotelier of the Century" from the International Hotel and Restaurant Association for his charismatic entrepreneurial leadership. This prestigious lifetime award has only ever been given once in the history.



In addition to being Chairman position at SHS, Mr. Wittwer serves as Chairman of the Advisory Board of World Tourism Forum Lucerne, a leading interactive platform for tourism industry, and Tourism Advisor to Her Majesty the Queen of Bhutan.

About Smart Hospitality Solution

Smart Hospitality Solutions (SHS) is a specialist hotel operating and management company and positioned to be an industry innovator and game changer in hospitality management. From design and architecture reviews to brand evaluations and debt sourcing, the SHS differentiator is a hands-on approach and operational expertise that can ensure success of the launch, the company and value to investors over a very long time.

The three unique, global brands that are operated by and define SHS are Blazon, Contempera and a wellness brand Softouch Hotels. Each hotel is unique, the goals individual and the service entirely hand crafted and authentic. This is why the SHS name is not central to any establishment the brand operates. Instead, it is the individualized identity of the hotel where the value created and retained - within the hotel and for the sole benefit of the owner.