



**Hans van der Reijden**

With more than 25 years of dedicated service as an international hotelier, Hans van der Reijden is recognized as an operational expert and a respected leader.

Hans is a Partner in Capella Hotel Group (CHG), and his current responsibilities as Managing Director Hotel Operations & Educational Initiatives at The Hotel at Auburn University include overseeing hotel operations, the partnership between CHG and Auburn University in its Hospitality Management Program and the company's Leadership Development Program.

Prior to coming to Auburn in 2003, when CHG was founded, he served as Executive Assistant Manager at The Ritz-Carlton, Bali and held executive positions in The Ritz-Carlton, Buckhead, San Francisco, Tysons Corner, New York and St. Louis.

Hans graduated from Hanze College in The Netherlands with a degree in Hotel and Restaurant Management and worked on board the ships of the Holland America Line for three years before joining The Ritz-Carlton Hotel Company, where he was part of the opening teams of six world-renowned hotels across the globe.

In 2007, Hans was named "Hotelier of the Year" by the Alabama Hospitality Association, Tourism Executive of the year by the State of Alabama in 2014 and was awarded the Award of Excellence by the Alabama Travel Council in 2014. Hans serves on the Board of Directors for the Alabama Hospitality Association and the Alabama Travel Council.

Hans is a founding member of the Board of Directors for Storybook Farm, an equine therapy facility and ministry. Hans spearheads many other community service projects including "Fragments" a Food Rescue Program and Chefs to the Rescue, a tornado relief effort.

Hans has spoken on the topic of service excellence for dozens of organizations in hospitality, retail, government, and other industries.

Hans resides in Auburn, AL with his wife Lisa and daughter Olivia.