

# GONZALO DEL PEÓN

President and CEO

AmResorts



As founder and current President of AMResorts®, Gonzalo del Peón has played a decisive role in defining and consolidating the company's business model and organizational structure, making AMResorts one of the leading brands in the luxury tourism segment, generating more than 24,000 direct jobs and more than 4.4 billion dollars in investments.

With over 30 years of experience at the hospitality industry, Gonzalo presides over all areas of investor relations and ownership, operations, management, marketing and product innovation for the company's 52 hotels through six award-winning brands in 23 beach destinations in Mexico, the Caribbean and Central America, as well as Unlimited Vacation Club® (UVC), the prestigious program that provides benefits to the most loyal and demanding clients, which has grown rapidly to more than 60,000 members a day from today.

Gonzalo has been a part of AMResorts executive team since its creation in 2001. Prior to joining the Philadelphia-based company, he played an important role in the growth and development of Grupo Posadas in Mexico and Latin America. During the 14 years that he collaborated in this company, he acquired extensive experience and held several positions, including Marketing Director, Director of Strategic Planning and Innovation and Vice President of Sales and Marketing. Previously, he also held the position of Project Manager for Commercial Technical Equipment in Bilbao, Spain, as well as Brand Manager at Procter & Gamble in Mexico City.

Gonzalo has earned a reputation for excellence and has been recognized by industry leaders in Mexico and the Caribbean for their professional achievements. In addition to his professional career, he has played an effective role in the Marketing Committee of the Tourism Promotion Council of Mexico since 1999.

He holds a Master's Degree in Business Administration from the Pan American University of the Pan American Institute of Business Management (IPADE) and a postgraduate degree in Commerce from the Chamber of Commerce and Industry of Bilbao, Spain. Gonzalo now lives in Philadelphia with his wife and two children.