



MEDIA RELEASE

For immediate release

OVOLO HOTELS BOLSTERS MARKETING TEAM

Ovolo Hotels is pleased to announce the appointment of three new key positions, as the award-winning boutique hotels collection reinvigorates its presence in Australia and international markets for 2022.

Ovolo welcomes Francis Graham as the new Marketing Communications Manager for Ovolo Hotels in Australia, focusing on developing dynamic experiences for guests as travel resumes. Bringing a wealth of knowledge to his new role, Francis was previously at integrated marketing agency One Green Bean for three years. Hailing from the UK, Francis also worked for numerous creative agencies in London, most notably Cake (part of Havas Group).

After revolutionising its food and beverage offering with initiatives including the recent launch of its vegetarian pledge, Plant'd, and its By Ovolo Collection dining concepts, Mel Tan has been appointed as Food & Beverage Marketing Communications Manager for Ovolo. Following years of freelancing as a digital marketing and social media strategist, Mel was most recently Marketing & Communications Manager at The Point Group.

As Ovolo continues to expand across Australia and international markets, alongside this comes digital innovation. Kim Pham, Ovolo's newest Group Digital Marketing Manager, has hit the ground running bringing a wealth of digital experience to the Ovolo marketing team. Kim joins Ovolo after a five-year stint at one of Sydney's most renowned digital marketing agencies, Advisable, where she was most recently their Head of Digital. She has taught digital marketing courses at Academy Xi and previously worked across some of Australia's most reputable hotel and venue clients. Kim brings a strong foundation of digital knowledge and looks forward to being a part of Ovolo's digital growth, initiatives and innovations.

Ovolo Group has also promoted two current marketing team members, acknowledging them for their ongoing commitment and passion towards the Ovolo mission. Victoria Ko has been promoted to Assistant Marketing Communications Manager (Hong Kong) after being recognised for her instrumental role in forming partnerships for Ovolo's Quarantine packages and contributing to the relaunch of Veda and Te Quiero Muncho in Hong Kong. Jonathan Jeremy has also been promoted to Marketing Communications Manager for Mamaka By Ovolo in Bali after showcasing driven excellence and creative ideas during a turbulent period and a predominantly domestic market.

"At such a pivotable time in the hospitality and tourism sectors globally, it's awesome to have some very dedicated, passionate and knowledgeable rock stars join our team," said Stephen Howard, Group Director of Marketing, Ovolo Group. "Ovolo is always looking at ways to evolve and do what's right by our guests and team, and I know our new and existing marketing team members will continue to deliver on this and more!"

Ovolo Hotels continues to take the brand to a larger, international audience allowing the opportunity for guests and employees to live by the Ovolo mission: Shiny Happy People All Around.

ENDS



Marketing Team Contact Details:

Hotels Marketing Communications Manager, Australia – Francis Graham
francis.graham@ovologroup.com

Food & Beverage Marketing Communication Manager, Australia – Mel Tan
mel.tan@ovologroup.com

Group Digital Marketing Manager – Kim Pham
kim.pham@ovologroup.com

Assistant Marketing Communications Manager, Hong Kong– Victoria Ko
victoria.ko@ovologroup.com

Marketing Communications Manager Mamaka By Ovolo, Bali – Jonathan Jeremy
comms.bali@ovolohotels.com

Ovolo Team Images available [here](#).

For further information, please contact:

Stephen Howard

Group Director of Marketing, Ovolo Group
T: +61 2 9331 9068
E: stephen.howard@ovologroup.com

OR

Georgia Bounds

Communications Coordinator, Ovolo Group AU
T: + 61 402 216 062
E: georgia.bounds@ovologroup.com

About Ovolo:

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia's most dynamic independent owner operated hospitality firms by providing guests with the best in effortless living across hotels and food and beverage outlets.

The Ovolo Group is a collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar and breakfast, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year", at the 2019 and 2020 HM Awards.



A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and three restaurants in Hong Kong, and eight hotels and seven restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane.

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Nishi Apartments in Canberra Australia, The Sheung Wan by Ovolo and The Aberdeen Harbour in Hong Kong, and Mamaka Kuta Beach in Bali Indonesia.

As of March 2021, Dash Living collaborated with Ovolo Hotels to launch two new generation of serviced rental solutions in Hong Kong. A total of 135 rooms and suites that form part of a new generation of serviced rental solutions for hyper-mobile millennials will be available for booking. The Aberdeen by Dash Living, soon-to-be converted from Mojo Nomad By Ovolo, offers 79 rooms ranging from studios to executive suites. The 56-room The Sheung Wan By Ovolo, only remaining under Ovolo's management for stays under 7 days, will offer units from studio, one bedroom, to family room options.

Ovolo acknowledges the Traditional Owners of the lands on which we are located. We recognise their continuing connection to land, waters and culture, and pay our respects to their Elders past, present and emerging.