

Jérôme Lassara is the VP Development at Accor Southern Europe and a Board Member of Assofranchising Italy and of EFF (European Franchise Federation).

As a VP Development, he is in charge of the development of all Accor brands (<https://group.accor.com/en/brands>) in Italy, Greece, Malta, Cyprus, Israel Spain & Portugal for all type of contracts (franchising, management).

Previously he was VP Development & Franchise at AccorHotels Italy, Greece, Israel & Malta (2013-9/2018), Managing Director of Novotel chain in Italy – AccorHotels Italy (2010 – 2012), Managing Director of Ibis chain in Italy – AccorHotels Italy (2002 – 2009), Development manager at AccorHotels Spain (1998 – 2001) and Development manager at AccorHotels Indonesia (Jakarta/Kuala Lumpur) (1994 – 1997).

He holds an MBA in Hospitality Management from CORNELL/ESSEC (1991-1993) and an MBA major in Finance from PARIS, DAUPHINE University (1987-1991).

He speaks French, English, Italian and Spanish.