

W MALDIVES APPOINTS ANTON BIRNBAUM AS GENERAL MANAGER

March 22, 2015 – W Retreat & Spa - Maldives is thrilled to announce the appointment of its new General Manager, Anton Birnbaum. A native of Austria is responsible for the overall operation, providing strategic and inspirational leadership to his new team and delivering distinguished W experience to the hotel guests and clients. Among other responsibilities, Anton will oversee implementation of the annual business plan annual operational and capital budgets, marketing and guest satisfaction.

Anton was promoted to the top position after previously serving eight years as Executive Assistant Manager at Le Méridien Vienna, where he started his hospitality career as a Director of Human Resources. Prior to joining the Starwood team, Anton worked for such big brands as T-Mobile, DO & CO or SPAR in Austria.

During his time with Le Méridien Vienna, Anton supervised the development of the Food & Beverage department and functioned as a key hotel contact for such major events as the Life Ball, Fashion Check-in, Vienna Fashion Week, Afterhours, Vienna Art Fair or Vogue Fashion's Night Out. He also focused on the networking events in the B2B sector as well as building the relationship with hotel's key suppliers and partners. In 2014 Anton took charge of the Luxury Collection Hotel Imperial's launch event for more than 1,000 guests including international stars like supermodel Helena Christensen.

For high resolution images, please explore this [link](#).

For bookings and more information on W Retreat & Spa - Maldives, please explore <http://www.wretreatmaldives.com/>.

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About W Maldives

Connect with your inner peace and go along with the pace of island life. Experience one of the 78 Retreats, either on the beachside or overwater giving you access to endless Indian Ocean views. Succumb to the dazzling blue waters, spectacular reefs and pristine sands in style and be at one with both body and soul. AWAY® Spa at W Maldives is the ultimate sanctuary for well-being with four overwater treatment villas, each with a private outdoor area and a range of treatments designed to remove all the stresses and strains of modern day city life.

About W Hotels Worldwide

W Hotels is a contemporary, design-led luxury lifestyle brand and the industry innovator with 47 hotels and retreats, including 17 W-branded residences, in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. With 15 years of proven success, W Hotels is on track to reach more than 60 hotels by 2018. W Hotels have been announced for Shanghai, Tel Aviv, Abu Dhabi, Dubai, Amman, Jakarta, Panama, Muscat, Suzhou, Changsha, Chengdu, New Delhi, Kuala Lumpur, Shenyang, Marrakech and Brisbane, while upcoming W Retreats include Goa, Phuket, Hainan Island and Mexico's Riviera Maya.

For more information

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