



## **Meet the Eclectic Leadership Team Behind the Soon to Be Launched 25hours Hotel One Central**

*Made up of Jean-Francois Brun, Mads Wolff, Josh Craddock and Aisling Jennings, the tribe of spirited individuals are gearing up to open doors to the very first 25hours Hotel to launch in the Middle East.*

**United Arab Emirates, Dubai, 29 October 2021** – The highly anticipated Dubai outpost of the 25hours brand has announced their tribe leaders who will be responsible for bringing the vivacious and colourful brand experience to life in the Middle East.

Helmed by General Manager, Jean-Francois Brun, the 25hours Hotel One Central Executive Committee consists of Mads Wolff (Hotel Manager), Josh Craddock (Director of Marketing and Communications) and Aisling Jennings (Director of Sales). Together, the team is committed to drive an exceptional and different experience – on a level Dubai has never seen.

Director of Marketing & Communications, Josh Craddock comments: *We are excited to be bringing an exciting new brand to Dubai, the property is magnificent, tells a great story and is packed full of exciting, cool, things. It's a treasure trove of content for us to take to market – 'cause 24hours is simply not enough..!*

Read on to discover more about the team:

### **Jean-Francois Brun**

*General Manager aka Commander in Chief*

Heading up the leadership team is Jean-Francois Brun, a seasoned hotelier with over seven and a half years of Accor senior management experience and several more years of hospitality experience under his belt working in countries such as Thailand, Vietnam and Canada.

Prior to taking up his role at 25hours Hotel One Central, Jean-Francois spearheaded the team at SO/ Bangkok for which he won 'Best General Manager in Thailand' from Haute Grandeur Hotel Awards in 2019. He has also lead teams at other globally celebrated properties such as Premier Village Phu Quoc Resort & Premier Residences Emerald Bay, Premier Village Resort Danang, Novotel Danang Premier Han River, Bellstar Hotels & Resorts, Fiddler Lake Resort, Chateau Beauvallon, Mont-Tremblant and more.

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Jean-Francois's greatest joy lies in doing whatever it takes to ensure his guests and colleagues have the best possible experience and are always smiling. When he's not doing that, you'll find him indulging in some good quality grape and cheese or on a golf course or skiing down the slopes – sports that he's obsessed with.

### **Mads Wolff**

*Hotel Manager by day, marathon runner by night*

A passionate hotelier with over 15 years of experience, globetrotter Mads Wolff has seen it all working across the Middle East, Europe, and Asia. He began his career in the culinary industry working at Michelin starred restaurants before making the switch to hotel operations working at iconic properties such as W Maldives, W Doha, Hotel Indigo Bali, Hotel Indigo Dubai and Crowne Plaza Riyadh.

His experience working in countries such as Denmark, Qatar, UAE, KSA, Maldives, Japan, and Indonesia gave him an innate sense of understanding of the diverse markets and the ways of doing business in multicultural environments.

During a normal day, Mads can be found obsessing over coffee, food or anything to do with Japan. He is also an avid runner and can run a whopping 83 kilometres in one go! Over the past few years alone, Mads has run 6 marathons and 6 Ultra Marathons around the world – now that's impressive!

### **Josh Craddock**

*Director of Marketing and Communications, just touched down from London town*

A recipient of Caterer UK's prestigious 30 under 30 Acorn Award in 2018 and subsequently a Restaurant Marketing and Innovator award make Josh one of the brightest young talents in UK hospitality, now in Dubai.

Josh was previously at luxury, family-owned hotel group The Doyle Collection overseeing Restaurant & Bar marketing across five properties in London, Dublin and Washington DC. During the span of his career, Josh's team collaborated with Michelin-starred chefs, the world's best bars, award-winning authors and even countries(!) to create memorable guest experiences while elevating brand hallmarks across all channels from social to print, PR to digital. Josh previously launched and grew the world's most-followed hotel restaurant on Instagram (@dallowayterrace).

With over 10 years' experience in the hospitality industry, alongside independent brands Josh has also worked for Fairmont, Wyndham and Malmaison and holds an honours degree from Oxford Brookes University – where he regularly mentors hospitality students.

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When he's not working, you'll find him dabbling in the art of cocktail making or travelling around the world to try new food, drinks, hotels and exotic destinations; all of which are well documented on the 'gram (@jcrads).

### **Aisling Jennings**

*Director of Sales – the Irish in her brings out Smashling*

Appointed as the Director of Sales for 25hours Hotel One Central, Aisling Jennings is an expert in her field with a solid history of sales success and proven ability to develop sales potential within new and existing markets whilst motivating staff and achieving results.

Prior to joining the team at 25hours, Aisling headed up the sales teams at prestigious properties across the Middle East such as La Ville Hotel & Suites, City Walk, Le Meridien and Westin Bahrain City Centre and Sheraton Grand Hotel and Spa.

In 2018, Aisling won Sales Leader of the Year for MEA in recognition for her efforts during the integration of the two hospitality giants, Starwood and Marriott where she was responsible for ensuring the transition happened as smoothly as possible

During her free time, Aisling loves to travel and spend quality time with her greatest joy, her six-year-old daughter.

25hours Hotel One Central will be open end of Q4 2021. For information, please visit: <https://www.25hours-hotels.com/en/hotels/dubai/one-central>

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### **About 25hours**

25hours is a smart, culturally resonant hotel company characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. Every property starts with a story, evoking the ethos of its building and celebrated neighbourhood while a team of architects, designers and local heroes make use of analogue reminders, bespoke furnishings, customized art, vintage finds, and music to envision spaces that create personality, character and soul; when at a 25hours hotel, guests realize that there is a reason—woven throughout the narrative—for every single

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thing to be part of the story. Gastronomy also plays a central role and 25hours has a proud family of food and beverage partners that help the heart of the hotels beat that much faster. The 25hours Hotel Company currently operates 12 hotels and was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. In 2021, upcoming openings include properties in Florence – the 25hours Hotel Piazza San Paolino – and 25hours Hotel One Central in Dubai. Further hotels in Copenhagen, Sydney and Melbourne are planned. The 25hours Hotel Company formed a strategic alliance with Accor in 2016, and Europe's largest hotel group now contributes a 50 percent stake in the group with sights for a collective expansion.

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