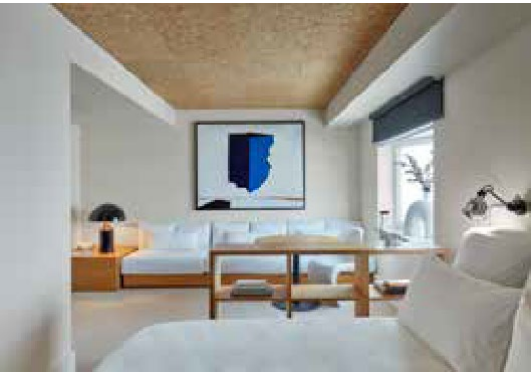


LORE
GROUP



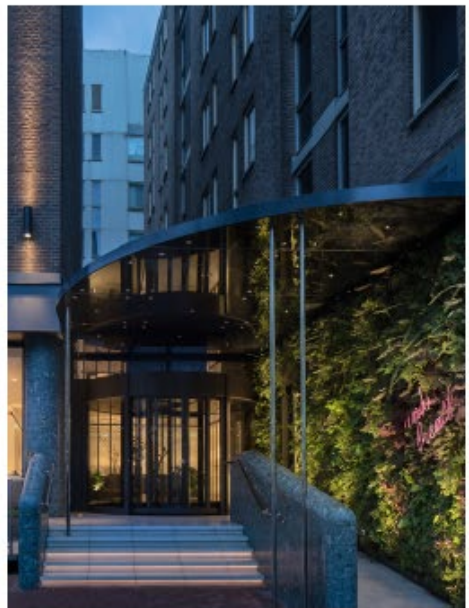
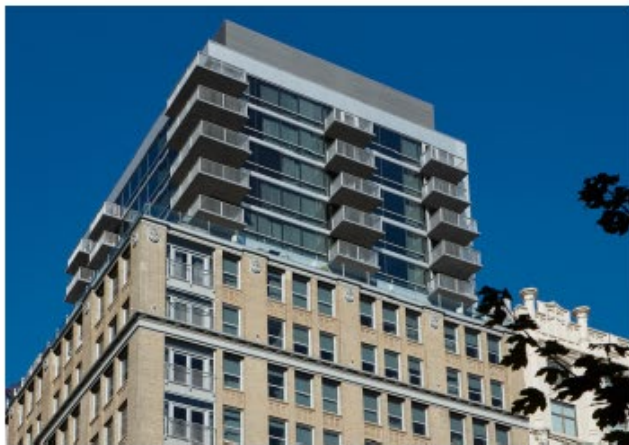
DESIGN YOUR CAREER

MANAGEMENT
DEVELOPMENT
PROGRAM



INSIDE:

LORE GROUP	03
OUR HOTELS	04
AMSTERDAM	06
Pulitzer Amsterdam	06
Kimpton De Witt	07
LONDON	08
Sea Containers London	08
One Hundred Shoreditch	09
NEW YORK	10
Hotel Park Ave	10
WASHINGTON DC	11
Riggs DC	11
Lyle DC	12
DESIGN YOUR CAREER	13
Design Your Career	14
Rooms Division	15
Food & Beverage	16
Program Structure	17
Learning & Development	18
Projects	19
OUR PEOPLE	20
David Taylor	21
Jacu Strauss	22
Ryan Chetiyawardana / ‘Mr Lyan’	23
STORIES FROM OUR TEAM	24
Caroline Van Kessel	25
Hannah Demas	26
Ramon Van Eldik	27
Padraic Randles	28
HOW TO APPLY	29



LORE

GROUP

At Lore Group we create storied hotels for the long term, inspiring our teams and our guests.

Our hotels and the restaurants and bars within them are at the heart of their communities. They are businesses with longevity, and our commitment to them and the teams who work there is for the foreseeable future. Hospitality comes first at our hotels.

We take pride in our team of people, attracting some of the best talent in the hospitality industry to deliver extraordinary experiences. We seek out unique opportunities in major cities around the world: and when we find them, we bring the hotels to life by remaining true to their architecture, design, and neighbourhood.

We believe that the passion, care, and generosity of spirit that we bring to our businesses is rewarding to everyone that experiences our hotels. These rewards create a virtuous circle that, we believe, will enable the continued growth and success of Lore.

Hospitality is the heart of what we do. We are a team of people who like people, and we tailor guest experiences around the time, place, and occasion.

OUR HOTELS



HOTELS BROUGHT TO LIFE BY PEOPLE AND PLACE TO CREATE STORIES THAT LAST.

Lore Group is an international hospitality company that designs, transforms, manages and operates hotel and food and drink concepts in notable cities across Europe and the United States. We deliver approachable and inspired spaces to our guests from around the world – thoughtful design and interesting use of space is at the core of everything we do.

PULITZER
AMSTERDAM

KIMPTON
DeWitt
AMSTERDAM

SEA CONTAINERS
LONDON

one hundred
shoreditch

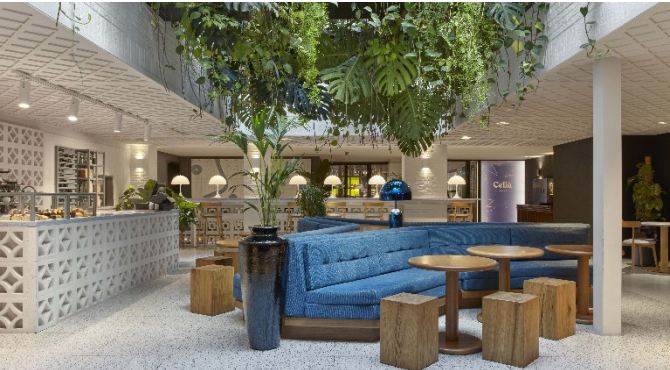
900 F ST NW
RIGGS
WASHINGTON D.C.

LYLE
WASHINGTON DC

HOTEL
PARK AVE
NYC

OUR HOTELS: PULITZER AMSTERDAM















DESIGN YOUR CAREER



DESIGN YOUR CAREER

Design your Career is Lore Group's Management Development Programme. It offers the opportunity to develop your career, and fast track your experience to nurture you into one of our group's future leaders.

We provide hospitality graduates and experienced hospitality professionals with the opportunity to gain in-depth learning and hands on experience.

This takes place across a range of operational departments, within different properties and even multiple countries.

There are two paths within Design Your Career:

- **ROOMS DIVISION**
- **FOOD & BEVERAGE**

By undertaking Design your Career, we will develop your supervisory and management skills through a strategic learning plan and increasing operational responsibility as you progress through the programme.

ROOMS DIVISION

The Design your Career in Rooms Division programme will give you experience within all areas of the division, allowing you to develop your understanding of how the department operates, and give you the skills to become a future Rooms Division Manager within Lore Group.

Throughout the programme, you will experience the different departments that make up Rooms Division which depending on the region within which you undertake Design your Career, could include;

Guest Services - Guest Service Agent / Guest Service Supervisor

Housekeeping - Room Attendant
/ Floor Supervisor / Housekeeping Coordinator

Bell & Door Team - Bellperson / Concierge

Reservations - Reservations Agent / Reservations Supervisor

Front Office - Front Desk Agent / Front Desk Supervisor /
Assistant Front Of House Manager

The order of rotation will depend on the graduate’s individual development and the hotels operational need.





FOOD & BEVERAGE

The Design your Career in Food & Beverage programme will give you a taste of working in a variety of our world class food & beverage outlets, including our award-winning bars, destination restaurants and our meetings and event venues.

Throughout your programme, you will rotate through the different departments within Food & Beverage which, depending on the region you undertake Design your Career, will include;

Heart Of House - Porter / Supervisor

Culinary - Commis Chef

Restaurant - Breakfast Waiter / Waiter
/ Supervisor / Assistant Manager

In Room Dining - Room Service Waiter / Room Service Supervisor /
Assitant In Room Dining Manager

Bar - Barback / Cocktail Waiter / Bartender / Bar Supervisor

Meetings & Events - Events Waiter
/ Events Supervisor / Assistant M&E Manager

The order of rotation will depend on the graduate’s individual development and the hotels operational need.



PROGRAM STRUCTURE

Design your career will take place within a single Lore Group region (London, Amsterdam or Washington DC), rotating between the two hotels within that region. The graduates will spend the first 6 months in a line level position across 2 departments within your chosen specialism at one hotel, before progressing to the second hotel in a Supervisory position for the subsequent 6 months. This can be within one or 2 outlets or departments.

HOTEL 1	6 MONTHS - LINE LEVEL	3 MONTHS - DEPARTMENT 1
		3 MONTHS - DEPARTMENT 2
HOTEL 2	6 MONTHS - SUPERVISORY	3 MONTHS - DEPARTMENT 3
		3 MONTHS - DEPARTMENT 4



LEARNING AND DEVELOPMENT

Throughout Design your Career, you will be given a range of different learning and development opportunities provided by the Regional People & Culture Teams. This will include beginning your programme with a full company orientation to introduce you to Lore Group, and the hotels within your region, as well providing an insight into the culture we create within our properties.

You will progress through a planned programme of internal training sessions that will be tailored by each region, but will all include key topics, such as supervisory/managerial skills training, recruitment training and leadership development.

MENTORSHIP

For the duration of the programme, you will be assigned a personal mentor from the regional leadership team. You will meet with them on a monthly basis, and they will provide support and guidance in professional development and in all matters throughout the programme.

ONE TO ONE TIME WITH THE GENERAL MANAGER

On a quarterly basis, you and your fellow graduates will have the opportunity to spend time with the General Manager for sit- down discussions and the chance to spend a day shadowing them to gain insight into a day in the life of a General Manager.

DEPARTMENTAL SHADOWING

In the final part of your programme, you will have the opportunity to shadow or cross train in an agreed support function of your choice for a short time, such as Sales, Marketing, HR or Finance.

PROJECTS

As part of Design your Career, you will have the opportunity to undertake a unique business focused project that will allow you to really make your mark at Lore Group. This project will be to resolve, adapt, or improve a real-life system or process within the group.

At the end of your programme this project will be presented to Regional or Group leadership, with successful outcomes being implemented permanently to the business.

One of the best parts of Design your Career is the people you will meet, and the friends you'll make. Contacts gained in the early stages of your career can last a lifetime.

Each year, we will bring all Design your Career graduates to one of our destinations in Europe or the US for a leadership event, allowing you to bond with your fellow graduates and get to know more of the wider Lore team. This event will include keynote speakers and external training sessions.



OUR PEOPLE





DAVID TAYLOR

CEO LORE GROUP

Prior to joining Lore Group as Chief Executive Officer, David led the transformation of a number of UK hotels developing the Principal brand under the ownership of Starwood Capital and latterly Covivio with the management of the hotels assigned to Intercontinental Hotels Group.

David previously launched The London EDITION as General Manager where under his leadership the hotel won multiple awards including the prestigious Catey Hotel of the Year award.

He is associated with other high profile openings and re-positioning projects such as the original Hoxton Hotel in Shoreditch, along with the Great Eastern Hotel and Sofitel St James in London.

His dedication to promoting best practise within the hotel industry has been recognised and he was awarded a Master Innholders Scholarship in 2009 and invited to join the prestigious Master Innholders as a member in 2012.

David was awarded “Manager of the Year” in 2015 and the highly coveted “UK Hotelier of the Year” award for 2018/2019 by The Caterer Magazine.

David is passionate about people and committed to the training and development of hospitality professionals. For the last three years he has served as a Trustee at The Savoy Educational Trust - an independent trust to advance education, learning and skills in the hospitality industry.

A handwritten signature in black ink, appearing to read 'David Taylor', with a long horizontal stroke extending to the right.

JACU STRAUSS

CREATIVE DIRECTOR LORE GROUP

Jacu is the Creative Director of our group. Throughout the design process of each of our hotels, Jacu places emphasis on exploration and experimentation as a means to showcase the beauty and characteristics of each project and its context, uncovering the stories that bring to life the destination in which each Lore Group property sits.

Jacu and his team led the complete redesign of our award-winning Dutch hotel, Pulitzer Amsterdam, and our U.S. properties, Riggs Washington DC which opened in February 2020 followed by Lyle which opened in April 2021. Most recently the team have overseen the redesign, refurbishment

and launch of One Hundred Shoreditch, a well-known hotel in East London. Jacu and his team design and create bespoke furniture, fixtures and equipment for each project. In addition, as Senior Designer at Tom Dixon’s Research Studio, Jacu designed South Bank lifestyle hotel, Sea Containers London, and has since re-imagined various spaces throughout the hotel, including the award winning Lyaness bar, as Lore Group’s Creative Director and Designer.

In concepting and designing both Pulitzer Amsterdam and Riggs Washington DC, Jacu relocated to each destination in order to live and breathe them, ensuring that the properties reflect the communities around them.

Jacu





RYAN CHETIYAWARDANA / ‘MR LYAN’

LORE GROUP BRAND PARTNER - GLOBAL BAR INNOVATOR

Ryan Chetiyawardana (A.K.A Mr Lyan) has been involved in several of the World’s best bars for over eighteen years. He helped take the last six of these onto national and international titles and all featured in the ‘World’s Best Bars’ list for 50 Best. In 2018, his bar Dandelyan, located at Sea Containers London, was named “World’s Best Bar” by 50 Best Bars. He has been named UK bartender of the Year twice and in 2015 was named ‘International Bartender of the Year’. In 2019, Ryan was named No 5 in the Business Insider most influential figures globally in food & drink, and was named in the inaugural Bar World 100 as the most influential figure in drink around the world by Drinks International. In 2020, Ryan

joined the 85+ world leading experts when he launched his first series as a MasterClass instructor.

He has several ‘Mr Lyan’ bars. His first, ‘White Lyan’ – the first cocktail bar in the world to feature no perishables – which was awarded ‘Best New International Cocktail Bar’ at the 2014 Spirited Awards, closed to make way for ‘Super Lyan, London’ in April 2017, and sustainably driven restaurant ‘Cub’ in September 2017 – all three being awarded a rare 5 star review from Timeout. ‘Super Lyan was named ‘Best Bar’ at the 2018 Foodism Positive Change awards, and Cub was named ‘Restaurant Bar of the Year’ at the Evening Standard Restaurant Festival Awards as well as No 12 in Timeout’s

top 50 restaurants. In 2019, Dandelyan was closed to make way for a new approach to cocktails in the form of Lyaness in the Sea Containers Hotel, whilst Super Lyan was relocated to Amsterdam. Super Lyan was named best hotel bar at the GQ Awards in The Netherlands in 2020. Lyaness was also faithfully re-created in New York City as part of the ‘Priceless’ Culinary Series by MasterCard running in three blocks between March and December 2019. In February 2020, Silver Lyan opened in Washington DC as his first US venue, and was named Best New Bar in America at the 2020 Spirited Awards. The latest in this line up, Seed Library, opened in 2022 in the basement of One Hundred Shoreditch.

Mr Lyan

STORIES FROM OUR TEAM



MEET CAROLINE VAN KESSEL - HOTEL MANAGER, PULITZER AMSTERDAM.

“

After graduating in 2008, I started my career as a receptionist at a 5* hotel in The Hague and from there moved to

several positions within the Front of House Department in several hotels in The Hague and Amsterdam. In 2013 I joined Pulitzer Amsterdam – back then still a Starwood property. I immediately fell in love with the unique history and family feeling this hotel has and stayed on when Lore Group acquired the property and started an extensive renovation and rebranding. Being PA of the General Manager at that time, I was involved in many projects around the renovation and reopening of the hotel – a fantastic opportunity for me to develop myself in multiple aspects and getting to know the hotel inside-out. After a short move to a Human Resources role for 10 months, I decided that I missed the hustle and bustle of the hotel operation and applied internally for the role of Rooms Division Manager, which I held for 3,5 years.

In June 2021 I got the fantastic opportunity to become Hotel Manager for the Pulitzer – a big honour and an opportunity I seized with both hands!”

How has Lore Group helped you to develop?

I am extremely grateful for the development opportunities I got at Lore Group. It is really a company that puts people first and if you show the right attitude and are willing to put in some work to learn and grow, the opportunities are endless! The fact that it is a relatively small group creates a family feeling and people here are really treated like humans and not like numbers – I think they do a fantastic job in helping people reach their full potential.

What is your biggest achievement while at Lore Group?

Being part of the renovation and rebranding of Pulitzer Amsterdam was a fantastic opportunity and reopening the hotel after 1,5 years of hard work with all bits and pieces coming together, felt like the biggest team effort I have ever been a part of. I still remember opening the doors at 6AM on

opening day – it was a magical moment I'll never forget! Next to that, getting the opportunity of becoming Hotel Manager for such a unique and beautiful hotel is a huge achievement in my career and makes me incredibly proud!

What piece of advice would you give to MDP Graduates joining Lore Group?

Attitude makes all the difference in life; always try to see the brightside, even when things become really difficult – a positive attitude makes your life easier and happier. And never ever forget we are in a people business; be kind, genuine and humble and always treat everyone with respect! And don't be afraid to make mistakes – they help you grow.

What does the future hold for you?

I am really excited and looking forward to rebuilding our business after the COVID period and to really do what I love most; working together with the team, welcoming guests and making sure they have a fantastic experience! I can't wait for the future to start!



MEET HANNAH DEMAS KESSEL – CATERING SALES MANAGER – LYLE WASHINGTON DC.

“What motivated you to join Hospitality, and what brought you to this Group?

I’ve always had a passion for making people happy, so I found hospitality through connection with others. I fell in love with it in college because of a professor that I bonded with, as well as the closeness to all my peers with similar drive. So, when I came across a Design Your Career post on LinkedIn from one of my connections that offered the potential for international travel, I jumped at the opportunity and the rest is history.

What was your first role here, and how has your career progressed over time? My story with Lore Group began with the company’s very first year of the Design Your Career Program. I was excited to be a part of the inaugural class and help to set the standard for the program for future graduates. An opportunity presented itself to join the Sales team and I enthusiastically accepted! It has offered me the chance to continue to exercise my passion for customer service, but in a different capacity at Lyle. Now I can have a bigger and more direct on the hotel’s performance.

What does a typical day look like for you? A typical day for me always begins with digging myself out of my inbox. After that, I could be chatting on the phone with clients, hosting tours of the hotel, or welcoming clients and making sure their events go off without a hitch. I could also be conducting meetings with my team, or just having a desk day doing work on my computer. The beauty of my days is that they are never the same.

What opportunities have you had here to develop new skills or advance your career? As a Food and Beverage MIT, I was focused on building my operational management skillset. I never thought I would be in Sales, so when my interest was gauged for this job I was very surprised. I knew it was going to be a challenge and there was a lot to learn, but I was confident I could do the job and do it well. I was lucky to be onboarded by people who cared about me to invest in my learning and growth. I am happy that I am able to learn something new every day.

What are some of your proudest achievements during your time here? I am so grateful that I was named the Lyle 2023 Leader of the Year. I am humbled that my colleagues deemed me worthy of this title, and I always strive to prove to them that they made the right decision. After all, not only do I do this job for my clients, but even more so for my peers.

How has Lore Group supported your career growth? The Lore team has always shown their support in my growth at the company. When personal and property needs surpassed my program progression, the process was adjusted to my timeline. When opportunity arose to step into a new role, I was encouraged and celebrated. When another role opened up that maybe wasn’t right for me, they helped me to understand why and how to get me to where I wanted to be. Lore has invested a lot in me, and this has very much followed me throughout my career here.



MEET RAMON VAN ELDIK – F&B OPERATIONS LEAD– PULITZER AMSTERDAM.



What motivated you to join Hospitality, and what brought you to Lore Group?

I started washing dishes 11 years ago at a local restaurant, where I continued my journey as a line chef. After I completed the chef's study my intuition told me to continue learning and so I started the hospitality management study. I was drawn to Lore group for the management traineeship they were offering where I was able to experience working in multiple departments in the hotel.

How would you describe the culture at Lore Group?

I would describe the culture as one big family. The teams work well together and there is a strong sense of trust. Growth and development are highly stimulated if you show that you are eager to learn and you are willing to put in the hard work.

What was your first role here, and how has your career progressed over time?

My first role here was the Design Your Career (DYC) management traineeship. During this traineeship, I worked in four different departments across two hotels here in Amsterdam. I started in the food and beverage department, beginning with three months in the kitchen. After that, I worked as a supervisor in the restaurant for three months. I finished my traineeship at Pulitzer, where I spent another six months in banqueting and events. I learned a lot throughout this traineeship, met many new people, and had the privilege to work alongside multiple different managers. After completing my traineeship, I continued my journey at Pulitzer as a leader in the food and beverage department. So far, I'm really enjoying my time here.

What are some of your proudest achievements during your time here?

One of my proudest achievements during my time here is being part of the operational management team for the annual Prinsengrachtconcert and annual Garden Party.

Every year we host the Prinsengrachtconcert on the canal in front of the Pulitzer. For one evening the canal transforms into a magical classical open-air concert where we provide food and drinks service for about 400 attending guests. After the concert these guests are invited to have another drink with us in our gardens.

As well as for the Garden Party where we invite up to 650 people to celebrate the opening of our gardens. During this night we showcase what Pulitzer has to offer, we serve food and drinks and there is a DJ playing throughout the night.

It's always magical seeing the teams work so well together and having so much fun doing so. I am forever grateful to be part of this managing team where we create these memorable memories.



MEET **PADRAIC RANGLES** – ROOMS OPERATIONS LEAD– PULITZER AMSTERDAM.

“ What motivated you to join Hospitality, and what brought you to Lore Group?
I have been immersed in the hospitality industry for as long as I can remember. Growing up my parents ran a B&B in our family home, and had some holiday cottages to welcome guests to. You could say hospitality is in my DNA, and so it was a natural progression for me to decide to pursue a career within the hospitality industry. Lore Group attracted me because the style of service which is offered resonates with me a lot. I like that we can provide very high-quality service to a five-star level, but in an unpretentious manner. Anybody can walk into a Lore group hotel, will be welcomed with open arms and will feel comfortable. The design element is also very important for me, each hotel is completely different, and each space is beautifully designed which makes for an exceptional environment both to work and play.

What was your first role here, and how has your career progressed over time?
I joined Lore Group following my studies in Hospitality, as part of the Design Your Career (DYC) graduate program in London. This program gave me a very good grounding in which I have been able to launch my career from. During the DYC I worked in two Lore Group hotels, and gained exposure into Front of House, Guest Engagement, Rooms Reservations, Revenue Management & Housekeeping. This base allowed me to move into the role of Assistant Front Office Manager in One Hundred Shoreditch which I enjoyed for 15 months. Finally I got the opportunity to move to Amsterdam and join the team as a Rooms Division Operations Lead which is my current role.

What are some of your proudest achievements during your time here?
I am very proud to have been involved as the Hotel Champion in the launch our Lore Discovery loyalty program here at One Hundred Shoreditch. This project allowed us to get creative and set up a range of benefits and amenities, as well as train the team around the world of loyalty. We have successfully rolled out the program within the hotel, exceeding our targets, and created a loyal fan base of our lovely east London home.

How has Lore Group supported your career growth?
Lore Group has been a very good starting point for my career. The company has allowed me to develop my professional skills in a supportive environment, where even the CEO greets me by name. The size of the organisation gives one great scope to network with my colleagues within the other hotels internationally. The support I have received from my direct managers has allowed me to develop at a steady pace into the role that I have today.



TO APPLY

**IF YOU'RE INTERESTED IN DESIGNING
YOUR CAREER WITH LORE GROUP,
PLEASE SEND YOUR CV AND A
COVER LETTER TELLING US WHY
YOU'RE THE IDEAL CANDIDATE TO
CAREERS@LOREGROUP.COM**