



Image l-r Shareholders Marcus Angell and Angie Angell; Group CEO, Stuart Winstone, SilverDoor

## Stuart Winstone Promoted to Group CEO of SilverDoor

SilverDoor is delighted to be able to announce that, on the occasion of our twentieth anniversary, our shareholders, Marcus and Angie Angell, have promoted Stuart Winstone, to Group CEO of SilverDoor.

We recognise that, to many, it may seem like a strange time to announce a change of executive lead for a company. However, this is an appointment that has been 18 months in careful planning and anyone who has ever met Marcus Angell will know that it will take more than a global pandemic to steer him from a course he feels is the right one for SilverDoor. As a business, we strongly believe that, while the next few weeks and months will be very challenging, SilverDoor will weather the storm and come through these turbulent times stronger.

After twenty successful years as Managing Director, Marcus Angell's title will change to Founder and Chairman. In recent years Marcus' day to day role in the running of SilverDoor has been increasingly focused on strategic growth opportunities, rather than the day to day operational side of the business for some time, and this change of his role reflects, not only this, but also the increasingly global nature of our company.



Stuart will continue to work closely with Marcus, supported by the Board of Directors.

“In taking up this appointment, I recognise that our business, and the whole world, has been sent an enormous challenge and my primary focus over the coming months is to guide us through this period and come out stronger for it.

“With the outstanding team we have here at SilverDoor, I believe we will come out of it, and more resilient than before. I’m really encouraged, for instance, when I see that our APAC region is already starting to show signs of recovery.

“I want to reassure all our partners and clients that we are still here for them, and will be here and even better equipped to hit the ground running when widespread global travel resumes.

“SilverDoor continues to have ambitious growth plans. Over the last year, and with the support of the owners, Directors and Senior Management Team, we have prepared and implemented a new five year business plan packed full of goals that I would like us to achieve over the coming years.

“We have planned extensive investment in our people, our technology, new office facilities, online booking and systems integrations to enable more clients to access our portfolio instantly.

“We hope to grow all our five global offices; the next few years will see the refurbishment of our new Lancaster office, we intend to do the same in London, and expect both our APAC and Americas offices to be expanding significantly.” Stuart Winstone, CEO, SilverDoor.

Founder and Chairman, Marcus Angell went on to say:

“I have had the most truly fabulous twenty years as the Managing Director of SilverDoor Apartments. I’m equally looking forward to many, many more years ahead as its company Chairman. Thank you to every single one of you in our wide SilverDoor family for your business, support and commitment over the past two decades.

“Angie and I couldn’t be happier to be announcing Stuart’s promotion today. The redefinition of my role feels natural and right and I am very much looking forward to supporting Stuart to focus on leading SilverDoor into its next 20 years.

“Stuart has been at my right hand for the last 13 years, he knows the hospitality and





business travel industry and our business inside out and I could not think of a steadier pair of hands to guide us through this difficult period and come out stronger for it.” Marcus Angell, Founder and Chairman, SilverDoor.

Everyone at SilverDoor wishes Stuart the most heartfelt congratulations and thanks for so many years of dedicated service. We all look forward to the future with him as the new CEO of our business.

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For press enquiries please contact Senior Marketing Manager, Victoria Jackson, on +44 (0)20 8090 8094 or email [victoriajackson@silverdoorapartments.com](mailto:victoriajackson@silverdoorapartments.com)

### **About SilverDoor Apartments**

SilverDoor Apartments is the world’s most trusted provider of serviced apartments for business travel.

We bring together an inventory of over 1,500 property operators into one easy to manage relationship.

Our team of experts source accommodation exclusively for corporate clients and utilise their wealth of experience to find the most suitable options and secure the best rates. Our industry-leading technology perfectly supports our unparalleled service model. Orbi, our intelligent online booking tool, offers our clients a unique range of features and functions, providing a complete and seamless experience.

