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## **Sheraton Chicago Hotel & Towers Names Mark Lauer General Manager**

### **Industry Veteran with 30-Plus Years of Experience Returns to Chicago Where He Began His Career to Lead Team at Premier Convention Hotel**

Chicago, IL – June 5, 2014 – Mark Lauer has been named general manager of the Sheraton Chicago Hotel & Towers, the highly-regarded 1,200-plus room property in the heart of downtown Chicago. In his new role Lauer is responsible for overseeing all of the operations, finance, sales and marketing efforts for the hotel that is known to host many high-profile groups and conventions.

“Mark has an incredible depth of experience in major markets at a number of noteworthy hotels,” said Mike Cassidy, vice president of operations for Starwood Hotels & Resorts. “We are confident that Mark will add value and many great ideas to Sheraton Chicago, continuing to propel the hotel to the top of its competitive set while hitting the mark on the goals we set out to achieve.”

Most recently Lauer was the general manager at the Hilton New York Midtown. Throughout his 30-plus year career, which started in Chicago at the Downtown Marriott, Lauer has held a number of leadership roles, including hotel manager at The Waldorf-Astoria Hotel. From Salt Lake City to San Francisco, Seattle and Omaha, Lauer has a proven track record and a wealth of experience that he brings with him to the Windy City property.

Lauer received his degree from Loyola University in Chicago. His passion for the industry is evident by the long list of organizations which he lent his time and expertise to throughout his career. He was an active board member for the Hotel Association of New York City, Avenue of the Americas Association, and served as an adjunct professor at the Tisch School of Hospitality at NYU. Lauer also sat on the board of directors for the Historical Hotels of America, Omaha Chamber of Commerce and the Nebraska Hotel/Motel Association.

“Being able to come back to Chicago and work with the talented team at the Sheraton Chicago Hotel & Towers is a wonderful opportunity,” said Lauer. “I am looking forward to capitalizing on all of the amazing assets that the property has to offer while adding a fresh perspective to continue the momentum of the hotel’s already successful standing in the city.”

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Located in the heart of downtown Chicago at 301 East North Water Street, the Sheraton Chicago Hotel & Towers is ideally situated on the Chicago River, within walking distance of Navy Pier, fabulous Michigan Avenue shopping, Millennium Park, the Loop business district and more. The hotel’s 1,214 guest rooms and suites feature spectacular views and Sheraton’s ultra-comfortable Sweet Sleeper(SM) bed. The hotel also features five distinctive restaurants and bars, including Shula’s Steak House, one of America’s favorites. LB Bistro & Patisserie, serving a complete breakfast and lunch offers a wide variety of dining options using fresh ingredients and simple yet unique combinations of flavors. LB Bistro & Patisserie is the first restaurant of World Champion Pastry Chef Laurent Branlard. Chef Branlard is the only person in the world to have earned the prestigious World Pastry Team Championship title twice. Other amenities include a full-service business center, concierge, health club, in-room massage therapy, sun deck and an indoor pool. For hotel information visit [www.sheratonchicago.com](http://www.sheratonchicago.com).