

**FOR IMMEDIATE RELEASE**

**World Sustainable Hospitality Alliance Unveils Expert Team to Propel Net Positive Transformation**



*Pictured L-R- Nelson Garcia-Narvaez, Director of Finance and Operation, Bolaji Omotade, Finance and Administration Manager, Caty Batten, Net Positive Innovation Lead and Isabel Novoa, Head of Global Accelerator Programme.*

**London – 19<sup>th</sup> March 2025**– The [World Sustainable Hospitality Alliance](#) (the Alliance), is proud to announce a major enhancement to its commitment to sustainable transformation within the global hospitality sector. With the arrival of four distinguished industry experts—Isabel Novoa, Caty Batten, Nelson Garcia-Narvaez, and Bolaji Omotade—the Alliance is poised to drive a series of impactful projects aimed at achieving a Net Positive future for hospitality.

**Glenn Mandziuk, CEO of the World Sustainable Hospitality Alliance, commented,** *“This month marks a significant milestone for the Alliance as our expert team strengthens and accelerates our Pathway to Net Positive Hospitality. I am thrilled about the impact we are poised to make in the coming months through our global projects—driving meaningful change and inspiring the industry to take bold, tangible action.”*

### **Meet the New Leaders**

#### **Isabel Novoa – Head of Global Accelerator Programme**

Isabel Novoa is a passionate advocate for the transformative power of sustainable tourism. Holding an MBA, a Master's in Business Innovation, and a certification in Sustainable Business, she possesses extensive experience across the private tourism sector in South America. Isabel has previously served as President of the International Social Tourism Organization (ISTO) and as Sustainability and Corporate Affairs Manager at Grupo Novojet, a leading Chilean tour operator known for its commitment to socially responsible tourism.



In her role at the Alliance, Isabel will spearhead initiatives that promote inclusion, employability, and sustainable innovation in the hospitality sector. “I’m excited to be part of the Alliance because we are results-driven and committed to action, future-proofing the industry while demonstrating Hospitality’s vital role as a positive leader of change,” she stated.

### **Caty Batten – Net Positive Innovation Lead**

Joining the Alliance as its Net Positive Innovation Lead, Caty Batten will guide members on their journeys toward Net Positive through the Alliance's action-oriented Pathway. With 20 years of experience in sustainability and international development, Caty has a proven track record of launching impactful initiatives, such as the Oxfam brand in Switzerland. She is also co-founder of Intaconnected, a strategic advisory that designs pathways to Net Positive impact.

Caty will host the Alliance’s Solution Labs throughout 2025, facilitating collaboration to address the industry’s most pressing challenges. “I truly believe the Hospitality sector can lead the way, demonstrating untold positive impact in places and destinations the world over,” she noted.

### **Nelson Garcia-Narvaez – Director of Finance and Operations**

With over 30 years of managerial experience, Nelson Garcia-Narvaez brings a wealth of knowledge in finance and operations to the Alliance. A certified public accountant and fellow of the Certified Public Accountants Association (CPAA) in the UK, Nelson is dedicated to promoting Net Positive Hospitality through strategic financial planning and risk management.

“I am truly excited to be part of this organization, as it aligns perfectly with my passion for financial sustainability and long-term impact,” said Nelson. “My goal is to build a solid financial foundation that enhances our services while maximizing our positive influence in the sector.”

### **Bolaji Omotade – Head of Finance & Administration**

Bolaji Omotade, an FCCA-qualified accountant, joins the Alliance with extensive experience in financial management, governance, and operational efficiency, particularly in the not-for-profit sector. Her expertise in investments oversight and regulatory compliance will be instrumental in supporting the Alliance's mission.

“I am thrilled to join the Alliance and eager to integrate financial stewardship with sustainable business practices,” Bolaji expressed. “I look forward to driving long-term financial sustainability within the organization.”

### **A New Era for Sustainable Hospitality**

The addition of Isabel, Caty, Nelson, and Bolaji signifies a significant step-change for the World Sustainable Hospitality Alliance as it gears up to activate numerous projects aimed at achieving



a sustainable and inclusive future for the hospitality industry. With their collective expertise, the Alliance is dedicated to championing initiatives that will facilitate meaningful change and inspire the broader industry to adopt sustainable practices.

For more information about the World Sustainable Hospitality Alliance and its initiatives, please visit [World Sustainable Hospitality Alliance](<https://sustainablehospitalityalliance.org>).

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### **Notes for Editors**

**For media enquiries for the Alliance, please contact:**

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### **About the World Sustainable Hospitality Alliance**

The World Sustainable Hospitality Alliance brings together engaged hospitality companies and the wider hospitality value chain, along with strategic partners, to address key challenges affecting the planet, people and places around the world.

Through their strategic initiatives and global networks, they develop practical programmes and resources to create a prosperous and responsible hospitality sector that gives back to the destination more than it takes.

Their members represent over 66,000 hotels spanning 300 brands – totalling over 8 million rooms – and include world-leading companies including Accor, Choice Hotels International, Hilton, IHG Hotels & Resorts, Radisson Hotel Group, Marriott International, and Wyndham Hotels & Resorts, as well as regional brands. Their network, which includes over 100 partners, also includes other parts of the hospitality value chain, including owners, investors, suppliers, and other partners to further drive joined up action on sustainability, and accelerate the industry on the path to Net Positive Hospitality.