

Plaza Premium Group names Diana Borchard Area General Manager, Chile



Diana Borchard, Area General Manager, Chile at PPG

Plaza Premium Group ([PPG](#)) has announced the appointment of Diana Borchard as Area General Manager, Chile. In this key executive leadership role, Borchard will spearhead the launch, strategic development and operational consolidation of the company's business in Chile as part of PPG's accelerated expansion across Latin America.

PPG's arrival into the Chilean market marks a major milestone in its regional growth strategy, the August 26 press release said. The landmark expansion features the opening of five brand-new VIP lounges at Arturo Merino Benítez International Airport ([SCL](#)) in Santiago. Three of the lounges are scheduled to open this year, with the remaining two slated for 2027. All five facilities will operate 24 hours a day, seven days a week, generating more than 150 local operational and hospitality roles.

In addition to premium lounge services, PPG will introduce its flagship bespoke service, ALWAYS Meet & Assist, delivering seamless, end-to-end concierge assistance for arriving, departing, and transit passengers navigating SCL.

Borchard will report directly to David Thompson, Senior Vice President for Latin America, who oversees PPG's strategy and operations across the region.

German-born and Chile-based for over two decades, Borchard brings more than 30 years of hospitality and hotel executive management experience to PPG. Her career features a strong track

record in operational start-ups, property launches, and multi-departmental business management. Prior to joining PPG, she led the launch of the Best Western Premier and served as General Manager for several leading properties, including the Renaissance Santiago Hotel (which she managed for four years), ICON Hotel, Capital Hoteles and Time Hoteles El Golf.

“My main focus is leading PPG’s arrival in Chile and building a strong operation from the ground up. After more than 30 years in the hotel and hospitality industry, including experience opening and launching operations, I am excited to contribute that expertise to develop an efficient and sustainable operation, build high-performing teams, and, above all, deliver an exceptional hospitality experience for our visitors,” said Borchard.

Throughout her career as a General Manager, Borchard has overseen all aspects of hotel business management, including operations, rooms divisions, food and beverage, finance, commercial strategy and revenue management, with a strong focus on profitability, operational efficiency, guest experience and team development. Fluent in German, Spanish and English, she brings a multicultural perspective to management and leadership. Her education includes hospitality studies in Germany and executive programs in leadership, digital transformation, marketing strategy and business excellence.

“I strongly believe in a leadership style that is approachable, participative and people-centered. Excellence and high standards can coexist with empathy, collaboration and team development. Launching an operation from scratch gives us a unique opportunity to build that culture from the very beginning,” she added.