Plaza Premium Group appoints Lorenzo Valori as SVP – EU & UK



Lorenzo Valori as Senior Vice President - EU & UK, Plaza Premium Group

Plaza Premium Group (PPG) has announced the appointment of Lorenzo Valori as Senior Vice President - EU & UK.

As Senior Vice President - EU & UK, Valori will provide strategic leadership and overall oversight of the United Kingdom, France, Italy, Spain, Finland and Denmark. He will be responsible for driving regional business performance, strengthening commercial partnerships, advancing operational excellence and identifying opportunities for sustainable growth across the Group's airport hospitality portfolio, while ensuring alignment with PPG's strategic priorities.

Working closely with the Group's executive leadership and global business units, Valori will play a key role in translating PPG's strategic priorities into regional growth initiatives, enhancing its market position and further strengthening relationships with airports, airlines and business partners.

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Valori brings extensive international experience in hospitality, airport operations, commercial development and global leadership. Most recently, he served as Vice President of Lounges at Qatar Airways, where he oversaw the lounge program.

Previously, Valori spent over nine years at PPG, holding several senior leadership positions across Operations, Business Development and Commercial Development, spanning multiple markets in the EMEA and Europe.

Throughout his earlier tenure at PPG, he developed extensive experience across European and wider EMEA markets, contributing to the Group's commercial expansion.

"We are happy to welcome back Lorenzo Valori to the Plaza Premium Group family where he will work closely with country leadership teams and the corporate headquarters in Hong Kong," said Bora Isbulan, Deputy CEO, Plaza Premium Group. "We are confident that his skills and commitment to PPG will drive more success for the EU and UK — markets of tremendous importance across all our business streams."

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