Access to Experts

Paul Westbrook , Vice President, Patient Experience , Inova

Paul Westbrook joined Inova Health System in 2012 as Vice President of Patient Experience. Paul is responsible for the creation, implementation, and deployment of processes and systems to deliver uncompromising patient experiences - every time, every touch throughout Inova's 5?hospitals and over 30 outpatient facilities in Northern Virginia.

Prior to joining Inova, Paul began his service delivery consulting company, Westbrook Consulting, LLC, with the mission of transferring his 35 years of hospitality service in branding, strategic deployment, and operations to other service industries, to give back to his community and make a meaningful difference in peoples' lives.

Paul's previous career with The Ritz-Carlton and Marriott International spanned more than 26 years. He served as Senior Vice President of Brand Management, Luxury Segment, for the Marriott International, Inc., where he was responsible for developing and executing the multi-year brand strategy for The Ritz-Carlton. Previously, he was Senior Vice President of Ritz-Carlton's Product and Brand Management, where he deployed brand strategy across more than 70 hotels globally, in areas including Rooms, Food and Beverage, Culinary, Spa, Retail, and Guest Recognition operations.

Paul received degrees in Hotel Management from Ecole Hoteliere de Lausanne in Lausanne, Switzerland, and Paul Smith's College in upstate New York. He has been an active member for many years of the Conference Board for Brand Managers and serves on the Board of Overseers with the Malcolm Baldrige National Quality Awards.

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