

## Access to Experts



**Simon Ford**  
Senior Vice President, Innovation and Design  
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Simon Ford qualified as an Architect in the UK and has been with IHG, InterContinental Hotels Group for 12 years. He started in 1997 with Holiday Inn Worldwide based in the Brussels office and moved to the UK global headquarters in 2001. Simon has always been involved with the company's property design and engineering function and has played an active role in the development of new brands, formation of brand standards, model room development and design reviews. He led the Technical Services team for EMEA up to 2008 and has recently taken on responsibility for Innovation and Design within the Global Brand Management function.

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