



Serena Robinson

Director of Benefits
Hyatt

Serena Robinson is Director of Benefits at Hyatt Hotels, where she leads health and welfare strategy for more than 28,000 colleagues across 192 U.S. locations. With over 20 years of experience, she is a recognized leader in designing innovative benefits programs that enhance the colleague experience and support business goals.

Serena holds a Group Benefits Associate (GBA) designation and has been actively involved with the Council on Employee Benefits for over 15 years, serving as a Board Trustee since 2020. She is passionate about advancing Hyatt's culture of care and supporting colleague well-being. Based in the Chicago area, she enjoys traveling and exploring culinary experiences.