

For Immediate Release

**URBAN RESORT CONCEPTS INITIATES NEW ERA OF HOSPITALITY
EXCELLENCE WITH REINFORCED STRATEGIC LEADERSHIP TEAM**

Chief Executive Officer, Victor Clavell, has appointed senior executives to lead the operations, brand and commercial, development, and management divisions

Hong Kong, March 03, 2025 - [Urban Resort Concepts \(URC\)](#), a global leader in luxury urban resorts, announced today the appointment of senior executives to lead its corporate team. These strategic appointments herald a new era of hospitality excellence, reinforcing URC's commitment to delivering handcrafted experiences through culturally immersive and heartfelt guest journeys while driving innovation and growth across its expanding portfolio in Asia.

Following the appointment of Victor Clavell as the Chief Executive Officer in late 2024, URC marks a new milestone in its illustrious history with a refreshed leadership team to elevate operations excellence, commercial performance and business development. The new executives are:

Nicholas Liang, Vice President of Operations



With over 22 years of luxury hospitality experience across Asia, Europe, and the Middle East, Nicholas Liang is a seasoned hotelier renowned for his dedication to service excellence and operational leadership. His background includes pivotal roles at Mandarin Oriental, The Ritz-Carlton, Rosewood and, most recently, as GM with Four Seasons, where he successfully led large teams achieving tremendous quality and financial milestones. A graduate of Les Roches Hotel Management School, Nicholas will oversee URC's operations, ensuring the seamless delivery of transformative guest journeys.

Michael Faulkner, Vice President of Brand and Commercial

Michael Faulkner brings extensive experience in luxury hospitality, having held senior commercial leadership roles with renowned brands such as Swire Hotels, Park Hyatt, and Crown Resorts. With a strong background in sales, brand positioning, and distribution, he has successfully driven revenue growth and established award-winning properties across Asia, Australia, and the UK. A seasoned brand strategist, Michael, will heighten URC's global awareness through impactful partnerships to ensure that its distinctive identity and market presence continue to thrive.



Andreas Zimmermann, Vice President of Development

Hailing from a strong background in luxury hospitality project management, Andreas Zimmermann brings unparalleled expertise in securing new business opportunities to URC. Formerly Corporate Director of Development for Rosewood Hotel Group, Andreas has led the development of luxury hospitality projects across Asia Pacific, overseeing feasibility studies, financial management, and contract negotiations. With a solid foundation in international hospitality management from EHL Lausanne and a career progression that included roles at EY and Four Seasons, Andreas will champion URC's expansion strategy, leveraging his financial acumen and industry relationships to identify and develop groundbreaking properties.



Jessie Lai, Office Manager and Executive Assistant to the CEO



Jessie Lai joins URC with over 11 years of hospitality industry experience, primarily with Marriott International. She has excelled in roles ranging from guest relations to high-level administrative coordination. A graduate of The Hong Kong Polytechnic University, Jessie is highly skilled in project management and executive support. In her new dual role, Jessie's organizational expertise and commitment to excellence will be instrumental in ensuring the efficient execution of URC's strategic initiatives.

“Our strategic leadership team is the cornerstone of Urban Resort Concepts’ success, and we are delighted to welcome Nicholas, Michael, Andreas and Jessie at this defining stage of the company’s evolution. Their collective vision, talent, and complementary expertise will not only strengthen our hospitality excellence but also accelerate our growth trajectory. I look forward to working with them to expand URC’s global footprint, uphold our operational standards, and reinforce the company’s commitment to celebrating the essence of every destination that we operate in,” said Mr. Victor Clavell, Chief Executive Officer of Urban Resort Concepts.

Located in the heart of Asia’s gateway cities, URC’s unique portfolio of urban resorts comprises The PuLi Hotel & Spa in Shanghai, The RuMa Hotel & Residences in Kuala Lumpur, and The PuXuan Hotel & Spa in Beijing. Each landmark is characterized by simple and authentic touches of historic and cultural references complemented by cutting edge technology and elegant design that subtly pervade throughout its contemporary urban spaces.

For more information, please visit [Urban Resort Concepts](#).

For high resolution images, please [click here](#).

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About Urban Resort Concepts

Urban Resort Concepts (URC) is a hotel Management Company founded by seasoned hoteliers with extensive knowledge and experience in managing some of the world’s most renowned luxury hotels. Decidedly committed to fostering and showcasing the specific qualities of a destination in service delivery and physical product, properties managed by URC are slated to be conceptually at the forefront of affording guests intimate access to each hotel’s respective destination and culture. For more information, visit www.urbanresortconcepts.com.

About The PuLi Hotel and Spa

One of Shanghai’s first urban resort hotels, The PuLi Hotel and Spa (The PuLi) offers an oasis in the heart of the city. Conveniently located close to Shanghai’s business, sightseeing and entertainment district, guests enjoy the greenery of Jing’An Park. Imbued with contemporary charm and references to Chinese culture, The PuLi comprises 193 luxuriously appointed rooms and 36 exceptional suites. Embracing the resort concept, The PuLi is home to the Michelin-starred PHÉNIX restaurant, the Long Bar, Garden Terrace

and UR Spa.

For more information, please visit:

Website: www.thepuli.com

Weibo: [璞麗酒店](#)

Instagram: [@thepulihotelandspa](#)

Facebook: [@ThePuliHotelandSpa](#)

WeChat: 璞麗酒店

About The RuMa Hotel & Residences

Inspired by the Malay word for home, 'rumah', The RuMa Hotel & Residences is centrally located in the heart of Kuala Lumpur's Golden Triangle. Drawing influence from local craftsmanship, The RuMa provides an experience both daringly authentic and uniquely Malaysian. A culinary destination, guests can move between ATAS, the specialty European bistro, the SEVEN Lobby Bar, the SANTAI Pool Bar and Lounge or the LIBRARI, a sensorial space to enjoy afternoon tea and light meals. On the sixth floor, the UR SPA offers five treatment rooms and results-driven treatments that combine modern science with ancient healing. The RuMa embraces a new form of hospitality where genuine and intuitive care is at the centre of every guest experience.

For more information, please visit:

Website: www.theruma.com

Instagram: [@therumahotel](#)

Facebook: [@TheRumahotel](#)

About The PuXuan Hotel and Spa

Only minutes away from the Forbidden City and Beijing's main commercial and shopping district, The PuXuan Hotel and Spa is a true gem in the very nerve centre of the Chinese capital. The design of the hotel does not celebrate an aesthetic, but the city out of which it was born. 116 spacious and luxuriously appointed guest rooms, many with uninterrupted views of the Forbidden City, as well as two specialty restaurants, a Lobby Lounge, The Tea Room and UR SPA are sure to make this a new destination for luxury business and leisure travellers alike.

For more information, please visit:

Website: www.thepuxuan.com

Weibo: [@璞瑄酒店](#)

Instagram: [@thepuxuanhotelandspa](#)

Facebook: [@ThePuXuanHotelandSpa](#)

WeChat: 璞瑄酒店

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