

PROFILE



Bernhard Bohnenberger

President

Bernhard Bohnenberger or BB for short, is president of Six Senses Hotels Resorts Spas. In 1991 he joined the company that would eventually become Six Senses as development director and was named managing director in January 1996. BB was appointed president in July 2011.

While at Six Senses, BB has been involved in a multitude of resort and spa projects exposing him to markets in almost every country in Asia plus top destinations around the world. His varied background has provided him with the skills to lead Six Senses in their innovative approach to creating exceptional guest experiences. Considered one of the founders of barefoot luxury, BB excels at analyzing drivers of change and emerging consumer expectations and successfully adapts his findings into Six Senses experiences and innovative guest offerings.

Prior to joining Six Senses, BB's hotel operations experience included positions with Hilton Hotels & Resorts in Geneva and Hong Kong, Marco Polo Hong Kong Hotel, Hotel Vier Jahreszeiten in Munich, Hotel Baur au Lac in Zurich and The Peninsula Hong Kong, all award-winning hotels noted for their high standards of service and facilities.

A German citizen, he was awarded Best German Expat Abroad by Rolling Pin magazine in 2014. He is a graduate of Ecole hôtelière de Lausanne (Lausanne Hotel School). In March 2013, BB was honored to be named a member of the International Advisory Board of Lausanne Hotel School and in 2014 he was presented with its prestigious Lifetime Achievement Award.

From July 2009 to April 2011, he served as an honorary advisor to the president of the Thai Senate and is the only foreigner to ever hold this post.

A gifted linguist and fluent in five languages, BB also has a working knowledge of several more. He is also an avid wellness enthusiast and deeply into fitness and healthy, organic food.

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