



Christoph Mares, Chief Executive Officer



Christoph Mares serves as Chief Executive Officer of Boutique Group, leading the company's vision to transform historic Saudi palaces into world-class luxury hospitality destinations. His focus is on pioneering innovative guest experiences and driving the company's growth as a leader in experiential travel. He is also deeply committed to integrating sustainable practices and responsible luxury into every facet of Boutique Group's operations.

Mares's career spans over 25 years in luxury hospitality leadership roles across the globe. His journey began with Mandarin Oriental in 2000, where he held senior management positions in London, Paris, and Munich, developing a deep understanding of international markets and diverse guest expectations. Following a period as COO at Emaar Hospitality Group, he returned to Mandarin Oriental, culminating in his role as Chief Operating Officer, where he honed his expertise in operations, guest experience, and strategic leadership.

With a proven track record in delivering exceptional guest experiences and a passion for growing talent, Mares brings a people-centric leadership style to Boutique Group, Prioritizing open communication, empowering his team, and championing a proactive approach to innovation, particularly in culinary offerings and leveraging technology to enhance the guest journey. He is dedicated to delivering strong returns for stakeholders while ensuring the preservation and celebration of Saudi Arabia's cultural heritage. His vision for Boutique Group includes creating unique wellbeing experiences that blend traditional Saudi healing practices with contemporary approaches, further differentiating the brand within the luxury hospitality landscape.