



THE SIAM APPOINTS GENERAL MANAGER:

MR JASON M. FRIEDMAN

BANGKOK, Thailand (November 30, 2010) – The Siam is delighted to announce the appointment of Jason M. Friedman as General Manager, commencing January 2011.

Born into a discerning, jet-setting New York family, the Cornell graduate holds a Master of Management in Hospitality (MMH), as well as a Bachelor of Science in Biology (specialising in Forest and Marine Ecology/Eco-Tourism Development) from Lewis and Clark College, USA.

Jason honed his preeminent hotelier talent at some of the world's most unique boutique properties and luxurious five-star establishments. He began his career in Asia in 1994 as Assistant Expedition Leader on the Cehili Luxury Live Aboard Dive Boat in Maluku (Indonesia), followed by the opening and managing of the Bunaken Sea Breeze Dive Resort (Indonesia) for two years. Thereafter, Jason pursued his graduate studies with training at the Raffles (Singapore) and Hotel Le Royal (Cambodia). In 2000, at the tender age of 28, Jason was appointed Resident Manager of the Amandari Hotel (Bali). After a combined five years in Asia, Jason returned to New York as General Manager of the Mansfield Hotel. Soon enough however, his love for Asia saw Jason returning to Thailand as Director of Rooms at the Four Seasons Resort (Chiang Mai). Whilst there, legendary entrepreneur Bill Heinecke handpicked Jason to open his Four Seasons Tented Camp (Chiang Rai). Jason spent almost four years guiding the property, which became Condé Nast Traveller Readers' Choice #1 Hotel in the World 2008 under his watch.

With a slew of awards to his name, the owners of Qualia (Hamilton Island, Australia) eagerly sought Jason out to open the island's first genuinely luxurious retreat. Within eighteen months, the sublime pavilion-style property and spa had garnered a plethora of accolades, including high praise from Gallivanter's Guide, Gourmet Traveller, the TODAY show USA (Best Honeymoon Destination 2009) and Condé Nast Traveller (Hot List 2008).

Not satisfied with simply running award-winning hotels, Jason decided to take time out to research some of the world's most inspiring places to stay and indulge his personal passions: globetrotting, elephant polo, sailing and scuba diving (he is a certified PADI scuba instructor with 23 years diving experience and 2,500+ logged dives!).

Refreshed with a bounty of fabulous new ideas and experiences after his travels, Jason is set to return to his beloved Thailand to open Bangkok's most talked-about boutique gem, The Siam. Bill Bensley, the property's architect and designer, recommended Jason to the owning family – the legendary 'musical hoteliers', the Sukosols – who hired Jason without hesitation. 'We knew Jason was perfect as soon as we met him,' says matriarch Kamala Sukosol, 'staying at The Siam will be like staying in our private home. We were looking for someone cultured with character, Asian experience and a sense of ownership; that special someone is Mr Friedman.'

Of his new role, Jason says: 'Over the last sixteen years, I have been privileged to enhance my professional career at some of the world's finest hotels and extraordinary destinations. When Bill Bensley selected me for this high profile, intimately luxurious central Bangkok property, I recognised the evident genius of joining his gifts to those of the equally talented owners. From our first moments together, I sensed a deep and sincere compatibility among us all. The Sukosol family, Bill Bensley and I share a common goal, to deliver unparalleled experiences and services to each valued guest within our 'home away from home' along the Chao Praya River.'



The Siam is proud to announce its membership as a Small Luxury Hotel (SLH) and will debut to select VIP buyers at SLH's booth T160 at the International Luxury Travel Mart (ILTM) in Cannes, from December 7-9, 2010. Presenting The Siam will be Marisa Sukosol Nunbhakdi, owner and Executive Vice President, as well as Melanie Giles-Clapp, Marketing and Development Director. The hotel is scheduled to open in September 2011.

About The Siam:

Set on 2.8 acres of verdant frontage along the Chao Praya River, The Siam is a private 39-room luxury retreat located in Bangkok's royal Dusit district. Designed by internationally acclaimed architect Bill Bensley, the Art Deco inspired, Thai antique infused masterpiece will be the kingdom's premier urban resort. Guests have an array of superlative amenities at their fingertips: restaurants, cooking school, bar, tea house, spa, gym, beauty salon, library/cinema, infinity pool, gift shop, conservatory and traditional Thai houses. For an unforgettably unique experience, relish the exclusivity of staying in one of the Orient's most distinctive destinations. The Siam is a member of Small Luxury Hotels of the World (SLH).

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