

## Starhotels appoints **Alessandro Della Croce** as Chief Commercial Officer

*Starhotels Group strengthens its leadership team with a strategic internal appointment, reinforcing its commitment to commercial excellence across its global portfolio*



Florence, April 10 2026 – Starhotels is pleased to announce the appointment of **Alessandro Della Croce as Chief Commercial Officer**, a move that reflects the Group's ongoing commitment to consolidating its position as Italy's leading private hotel group by revenue.

The appointment stems from an internal advancement, recognizing Della Croce's outstanding contribution and deep-rooted expertise within the organization.

Alessandro Della Croce is distinguished hospitality professional with over two decades of international experience in revenue management, distribution strategy, and commercial leadership across luxury hotel portfolios in Europe and North America.

He joined Starhotels in 2019 as Global Director of Revenue and Distribution Strategy, where he has been central in shaping the Group's commercial performance across its portfolio of over 30 luxury properties. In this role, he led pricing and distribution strategy to maximize topline results, overseeing a team of Regional and Area Directors in support of hotel-level execution and commercial alignment.

Prior to joining Starhotels, Della Croce built a distinguished international career in senior revenue and commercial leadership roles – including at Starwood Hotels & Resorts Worldwide and IHG Hotels & Resorts – across luxury portfolios spanning Europe and North America.

In his new role, Alexandro Della Croce will oversee the Group's cross-functional commercial team across all 34 Starhotels properties, bringing together Sales – with Diego Rumazza, Group Director of Sales, and Davide Ballardini, Group Director of Luxury Sales, leading their respective teams – Revenue Management & Distribution, and Events into a unified structure designed to drive the Group's growth.

## Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The group counts 34 properties, with more than 4,500 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Lugano, Paris, and New York. For over 45 years, Starhotels has represented the excellence of Italian hospitality, embodying the values of Made in Italy abroad through every detail. This vocation is also expressed through *La Grande Bellezza – The Dream Factory*, a contemporary patronage project founded in 2019 dedicated to promoting Italian high craftsmanship.

The prestigious **Starhotels Collezione** – icons of style in the world's most beautiful destinations – stand out as historic residences and boutique hotels with a unique identity, capable of reflecting the authentic soul of the cities in which they are located. Starhotels Collezione properties are located in prime settings in Florence, Forte dei Marmi, London, Lugano, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice, and Vicenza.

**Starhotels Premium**, located in the heart of the most beautiful Italian cities – Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno, and Turin – stand out for their strategic locations and contemporary style, providing the perfect blend of elegance and comfort, an intangible sense of well-being through excellent and welcoming service.

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