

BRENT HOWARD IS THE NEWLY APPOINTED DIRECTOR OF THE TOWERS AT LOTTE NEW YORK PALACE

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This November, Brent Howard was appointed the new director of **The Towers at Lotte New York Palace**. Howard has been in the hospitality industry for close to eight years and has spent the last three years with Lotte New York Palace. In his new role, Howard will ensure guests have an experience that goes far beyond expectations in The Towers' accommodations, which occupy the top 14 floors of the hotel.

What are you most looking forward to in your new role?

I am excited to continue to develop relationships with our clients and guests, and to create new relationships with travelers staying in the hotel's luxury Tower accommodations. Being part of the Lotte New York Palace family has taught me many valuable lessons about the hospitality industry, and I look forward to advancing my career at the hotel and continuing to work with such a talented group of individuals.

How do you think past experiences have prepared you for this role?

As previous Assistant Front Office Manager of Lotte New York Palace, I became familiar with the ins and outs of working the front desk at the hotel and how to be prepared for any request thrown my way. Additionally, my various meetings and events roles taught me the importance of managing multiple tasks at once, ultimately allowing me to focus on the bigger picture when it comes to throwing large-scale gatherings. I have also learned the importance of putting the customer above anything else, and I look forward to going above and beyond for our guests in the Towers to make the most of their stay.

What are you hoping to achieve in your new role?

I am eager to work closely with the hotel's General Manager Rebecca Hubbard and look forward to learning from her experience and expertise in the hospitality industry. Together, I hope to eventually make Lotte New York Palace the best hotel in New York City.

How did you get into the hospitality industry?

As a child I stayed in many different hotels growing up, which eventually led to my first job at The Umstead Hotel and Spa in North Carolina. It was there that I fell in love with the hospitality industry, and I knew that was the career path for me. After Umstead Hotel and Spa, I attended Florida International University where I received my master's degree in Hospitality and Tourism Management, leading to my career at Lotte New York Palace, which I now consider to be home.

What do you enjoy most about the hospitality industry?

I find the most satisfaction and fulfillment in connecting with guests every day and creating new relationships as well as building on pre-established relationships with clients. I enjoy working in the front of the house and assisting with the success and operational side of the hotel's day-to-day procedures.