

## BUSINESS NEWS

### NEW APPOINTMENT

**Düsseldorf, 16. December 2025** - the Düsseldorf luxury hotel BREIDENBACHER HOF is pleased to announce an important new appointment:

Since this November, **Susanne Lawall** has joined the management team of the historic hotel on Düsseldorf's Königsallee as **Director of Human Resources**.

With more than 20 years of experience in the hospitality industry and in HR management, Susanne Lawall brings extensive expertise in leadership, recruiting, organizational development, and change management. She previously spent over a decade in various senior HR and operations roles at Lindner Hotels AG, where she most recently served as, overseeing executive recruitment, internal communications, training and development programs, and HR controlling for the entire organization.

With the appointment of Susanne Lawall as Director of Human Resources, Breidenbacher Hof sends a clear signal regarding its future strategy as an excellent host—both internally and externally. In her new role, she is responsible for leading the HR team, the strategic development of HR structures, and the sustainable strengthening of the hotel's position as one of the leading employers in luxury hospitality. At the heart of her work is the conviction that exceptional service begins where people feel valued, supported, and inspired. In line with the lived service and corporate culture of Breidenbacher Hof, the focus lies on the targeted recruitment, individual development, and long-term retention of talent—always guided by a clear vision, shared values, and a strong sense of collaboration.

*"I am very pleased to be part of this special property. Breidenbacher Hof stands for authentic hospitality, the highest quality standards, and a culture of respect and appreciation. My goal is to work together with the management team to create an environment in which employees can develop their strengths, continuously grow, and be passionate hosts."*

-Susanne Lawall

With this approach, Breidenbacher Hof once again underscores its commitment to making service excellence tangible not only for its guests, but also to living it consistently within the organization—as the foundation for sustainable success and genuine luxury hospitality.

### About Susanne Lawall

A native of Düren, Susanne Lawall began her career in the hospitality industry and took on leadership responsibilities at an early stage. After positions at HRS, Maritim, and the Four Points Hotel by ArabellaSheraton, she joined Lindner Hotels in 2003, where she progressed from team lead through various management roles to head of department. Most recently, she worked in the environment of a major law firm, where she was responsible as Office Manager for organizational and HR processes at two locations.



About BREIDENBACHER HOF:

*Located directly on the famous Königsallee shopping boulevard in Düsseldorf's historic city center, the Breidenbacher Hof combines modernity and lifestyle with a rich past and heritage. This traditional hotel offers its guests a complete feel-good experience. Thanks to the team's first-class, personalized service and a finely curated, diverse range of offerings, a stay at the Breidenbacher Hof becomes truly unique. Owned by a Kuwaiti family, the hotel is a member of the exclusive association Small Luxury Hotels of the World and part of the Selektion Deutscher Luxushotels. The hotel is managed by Cyrus Heydarian, Managing Partner of the operating company.*

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