

Reinforcement of the Legal Department: Success Hotel Group appoints new General Counsel

The Success Hotel Group is expanding its legal department: Since July 2020, Dr. Axel Kunze is General Counsel and Director of the Legal Department of the hotel company, which operates throughout Germany. The experienced fully qualified lawyer of Squire Patton Boggs will in future also support the family business in the newly created position.

Stuttgart, 24 November 2020.

With Dr. Kunze, the hotel company, which is also expanding internationally, is bringing an industry specialist to the management team who has been supporting hotel groups in legal matters since 1998. In his function as General Counsel and Director of the Legal Department, Dr. Axel Kunze is acting as authorized signatory. He has thus been advising the Success Hotel Group and its companies in all legal matters since July 2020.

Dr. Kunze already represented the Success Hotel Group during his career at Squire Patton Boggs, for which he has been working for ten years, and is familiar with many tasks in his new in-house position. Previously, he was a partner at Norton Rose Fulbright and Linklaters, where he began his career as a lawyer in 1995.

Michael Friedrich, Managing Director of the Success Hotel Group, says: “Dr. Kunze has been with our company for many years. He not only understands the hospitality industry and the applicable law, but also our goals and values, and will therefore implement them for us in the best possible way.”

In addition to legal advice, Dr. Kunze’s responsibilities include contract management for all departments, conflict management and the structuring of legal disputes.

The Success Hotel Group currently manages 22 hotels throughout Germany. Five more hotels will open in 2021. In the coming years, the company will also expand abroad to Belgium and Austria.

ABOUT SUCCESS HOTEL GROUP

The Success Hotel Group (SHGR) is a German family owned business in its second generation, which understands tradition as a success factor for innovation. It is considered one of the technologically leading hotel companies in Europe. As a licensed partner of international hotel companies and renowned umbrella brands, SHGR manages a strong multi-brand portfolio with currently 22 hotels throughout Germany. By 2023, SHGR will open eleven more hotels and will also enter the international market with hotels in Belgium and Austria. Five projects are currently under development.

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