

## Geoff van Wijk joins Areen

May 19, 2017



Geoff van Wijk has joined Areen's procurement division to expand the current offer and build more awareness of the group's specialist procurement resources and expertise.

With a degree in Hotel Management, and over 15 years of hospitality design and procurement experience, van Wijk brings with him a wealth of knowledge of hospitality procurement having worked on projects including The Park Hyatt Dubai, The Anantara Abu Dhabi, One Aldwych London, One & Only Dubai, Kanuhura Maldives, Shangri-La Abu Dhabi, and Arison Maritime Centre, amongst others.

Trevor Cotterell, Managing Director of Areen Design comments: "Geoff is exceptionally talented and we are delighted to welcome him on board. His knowledge and experience add considerable value to our offer, especially within the hospitality sector. The time is right to broaden our client base, refine our offer and apply the same purchasing scale benefits to clients in other sectors."

He will report directly to Trevor Cotterell and his remit includes responsibility to bring the procurement agent model to more hospitality customers, as well as applying Areen's sourcing, quality management and production expertise to help more industries roll out their brand experience.