

Appointment: Adagio promotes Marie-Isabelle Gruson to the position of Director of Operations Projects & Services, IT & Digital, Purchasing and Transformation



Adagio, the European leader in aparthotels, announces the appointment of **Marie-Isabelle Gruson** to its Executive Committee as **Director of Operations Projects and Services (OPS), IT Digital, Purchasing, and Transformation**.

A hands-on leader who has been with Adagio since the brand's creation, Marie-Isabelle Gruson brings 25 years of operational experience and deep knowledge of on-the-ground realities. She will leverage this expertise to harness Adagio's talent and drive the company's transformation forward.

After studying tourism and hospitality at the École Internationale Tunon in Lille, **Marie-Isabelle Gruson** began her career in 1993 in the independent hotel sector, where she rose through the ranks starting as a receptionist. In 1999, she joined the **Pierre & Vacances Group** as General Manager of a property that would later become the **Aparthotel Adagio Original Paris Montmartre**. Until 2006, she managed openings, rebrandings, and was involved in the real estate project for what is now the **Aparthotel Adagio Original Paris Tour Eiffel**. In 2006, she joined the head office, where she has played a key role in bringing the Adagio brand to life and supporting its growth, while consistently maintaining close ties with on-site operational teams. Since December 2023, in her role within Operations Management, she has created and developed **The Operational Projects and Services (OPS)** department, whose mission is to support employees in their daily tasks, helping them to better deliver on the brand's promise to customers across the entire network.

In addition to her current responsibilities, **Marie-Isabelle Gruson** will oversee transformation projects. To do so, she will rely on the community of experts leading these initiatives within Adagio's business units. She will bring her extensive experience to ensure the professionalism of these ambitious transformation projects and will strive to make each one as valuable as possible for both Adagio's customers and employees.

"Aparthotels are both fascinating and inspiring. Adagio is a brand I'm deeply attached to — both for its DNA and for the dedicated teams who bring it to life every day. Since the launch of our strategic plan, we've taken a real turn, driven by a strong, collective ambition: to continuously enhance the customer experience while making everyday life easier for our teams. In my new role, I will continue to serve as a bridge between the field and the company's key projects, with a focus on bringing tangible results, structure, meaning, and agility. Being part of the Executive Committee is a meaningful sign of

trust that deeply moves me and strengthens my commitment to the brand," said **Marie-Isabelle Gruson**.

"We are incredibly fortunate to have someone like Marie-Isabelle Gruson on our team. Marie-Isabelle understands the realities of the job like no one else, and I am confident she will make a unique contribution to the ambitious transformation that Adagio is undertaking," emphasizes **Xavier Desaulles, CEO of Adagio**.

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About Adagio

Adagio is the European leader in aparthotels. Created in France in 2007 as a joint venture between Accor and Pierre & Vacances Centre Parcs, Adagio now has 130 sites and 14,562 apartments in 16 countries. It is the largest network of apartment hotels in Europe. Combining the flexibility of a flat with the services of a hotel, Adagio aparthotels are the best solution for medium and long stays, offering the greatest comfort and the best value for money to business travellers, holidaymakers and those who like to be both at the same time. Located in urban areas, Adagio aparthotels come in 3 ranges: Adagio Original, in the heart of major cities; Adagio Access, in the centre of regional capitals or on the outskirts of major cities; and Adagio Premium, luxury aparthotels.

About Mason Williams

Mason Williams Communications recently celebrated its 25th anniversary by achieving 25 major initiatives in their silver year. The agency was founded in Manchester (1986), opening in London in 1999 and Majorca in 2001 to handle its growing Spanish business. The agency specialises in high profile consumer lifestyle brands with an energetic team of thirty-five executives.

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