



## **SORIC INTERNATIONAL APPOINTS MARK BLICK AS MANAGING DIRECTOR**

[London, 23 February, 2011] Specialist hotel real estate broker, Soric International, has appointed Mark Blick as managing director. He will be responsible for developing the company's growth strategy for Europe, the Middle East and Africa (EMEA). Previously, Mark consulted for US hotel real estate broker, Molinaro Koger.

Managing a team of 12, he will oversee the opening of new offices in developing and mature markets throughout the EMEA region and build a new base of clients who want to expand their existing portfolio, or dispose of hotel assets. He will join the team at the International Hotel Investment Forum in Berlin in March, at which Soric will be a first-time sponsor.

Founded in 2007, Soric International provides tailor-made real estate, investment, branding, operations and related advisory services to the mid-scale and luxury hotel sector. Currently, the team is working on deals in prime sites in Sardinia, Rome, London, Milan, Paris, Marbella, Madeira, Bucharest, Dubai, Cote d'Azur and Vienna. The company has offices in Paris, London, Milan and Dubai. A new office is expected to open in Dakar in 2012.

Working for Molinaro Koger, Mark handled a number of significant hotel transactions, including London's Great Eastern Hotel; Le Méridien Dona Filipa and Le Méridien Penina Golf and Resort in Portugal; Forte Village, Sardinia; the Marriot, Copenhagen; the Sheraton, Krakow; Le Mélézin, Courchevel 1850, France; the Patio Hotel, Aberdeen, and most recently, the Radisson Blu in Vienna.

Before joining Molinaro Koger, he worked for Choice Hotels International as head of its European division and vice president of franchise and operations. Prior to that he held executive positions in hotel operations and asset management at the Doyle Hotel Group and the Savoy Hotel Group.

More follows.../

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A former lecturer at hotel schools in Brig and Lausanne in Switzerland, Mark has also been a guest speaker on strategic hotel marketing at Cornell University's School of Hotel Administration and Insead, Paris. He has a BSc from North London University and a Masters degree from Oxford Brookes University. During his career, Mark's skills in real estate sales have resulted in more than €3 billion in hotel transactions.

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#### **EDITOR'S INFORMATION**

##### **Soric International**

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