

Tuesday 7<sup>th</sup> November 2023

**‘CAP Worldwide Serviced Apartments welcomes global extended stay leader Simon Beauchamp to the CAP senior executive team, working alongside CEO and industry veteran, Jo Layton’**

**Richmond, London Tuesday 7<sup>th</sup> November 2023 – 14.00hrs** – CAP Worldwide Serviced Apartments (CAP), a leading provider of global corporate accommodation solutions in extended stay, is proud to announce the next phase in its evolution to CAP 3.0, recruiting Simon Beauchamp to the executive leadership team alongside two internal senior promotions – all positions designed to elevate the client, booker and traveller experience to unprecedented levels of service excellence and programme management in 2024 and beyond.

With an impressive track record in the hospitality industry, working for PwC Procurement and more recently in senior positions within the extended stay sector, Simon brings a wealth of expertise and a fresh perspective to CAP.

"We are absolutely delighted to welcome Simon to the CAP family," said Jo Layton. "His proven leadership capabilities and expert knowledge will undoubtedly strengthen our current position and enhance our client services offering to deliver the most cost efficient, secure and sustainable programmes to the market. We firmly believe Simon's perspectives will play a pivotal role in shaping the company's future strategic vision.

Andrew Hopgood, COO for CAP Worldwide adds 'As part of CAP's continuing growth and our 100% commitment to future-proofing our clients programmes, the recruitment of Simon to sit at the CAP Table will enhance and support the continued development of our digital eco-system, CAPTURE.'" He adds "With Simon joining the business, we aim to redefine the benchmark for corporate accommodation management, catering to the ever-changing needs of global corporate and relocation buyers, bookers and travellers."

Simon Beauchamp says "I am excited to join the CAP family during this natural next phase of their evolution. I am looking forward to collaborating with fellow directors, Francine Migliorati, Implementation Director and Kate Scott, Specialist Sales Director and the whole CAP global team to drive innovation and services across the corporate accommodation landscape. The CAP dedication to service excellence and its positive culture aligns perfectly with my own values, and I am eager to contribute to the company's continued success and expansion."

Jo Layton continues 'Simon's appointment, along with the recent recruitment of Jess Sharpe to the Global Sales Director position represents a significant step forward for CAP as the company continues to strengthen the executive team. CAP today also celebrates the promotion of industry veteran Clare Ace to ESG Director reporting to the board, and Dan Woodburn to Global Supply Director.

With a 5<sup>th</sup> Birthday celebration on the horizon and big plans for 2024, these additions and promotions are designed to help to further expand the company's global reach, solidifying its position as a preferred partner for corporate accommodation solutions worldwide and supporting the company's cultural commitment to environmental, social and governance management.

Welcome on-board Simon!  
ENDS.

## About CAP Worldwide Serviced Apartments – A Self-Funded, Certified, Women Owned Company

CAP Worldwide Serviced Apartments was launched to the long stay market in early 2019 to deliver the most creative, agnostic, sustainable, diverse, cost-effective and innovative corporate apartment and accommodation programmes currently available in the sector.

Led by Jo Layton, a respected and passionate leader within the hospitality and extended stay industries for over 30 years, the CAP Worldwide senior leadership team brings together some of the most highly regarded, experienced, operational and solution orientated leaders from travel, global mobility, relocation and extended stay.

CAP Worldwide represents service and financial excellence, personalised global account management and trusted accommodation solutions built to service the current and future needs of the corporate travel, global mobility, procurement teams, project managers and groups.

*'The CAP Worldwide team creates consistent, cost effective, secure, sustainable and continually evolving global programmes so that travellers can experience caring service and safe solutions through a blended integration of our people and our technology'.*

CAP Worldwide is a certified Women Owned global serviced accommodation booking agent.



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