

Lara Hernandez

SVP, Brand Innovation





HILTON HOTELS LEAD THE WAY

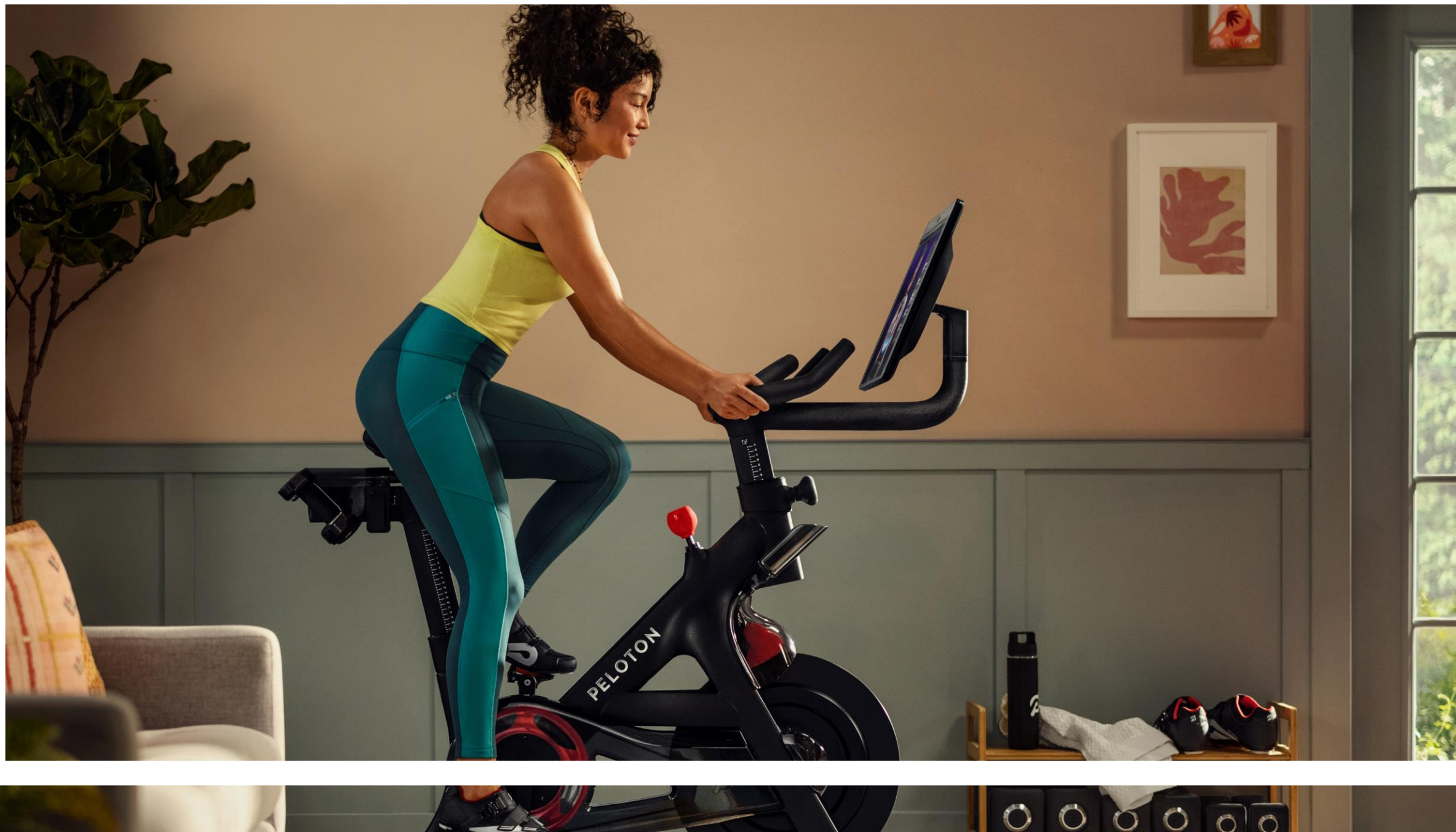
in air-conditioning











Our formula for Innovation

1. **Listening** to Customers and looking ahead
2. Balancing **Enterprise** innovation with **Brand-specific** touches
3. Enabling a culture of **empowerment**
4. Leading with our **Purpose**
5. Driving **practical** action

Hilton

