



ARDA Trustee membership will provide insights that will benefit our Club program and my own representation of our brand in the industry.

Kim Robert Kreiger

Senior Vice President, Club & Resort Operations

HILTON GRAND VACATIONS COMPANY, LLC

Kim Kreiger is responsible for all facets of Hilton Grand Vacations Club and The Hilton Club, including product development, delivery, inventory, and global owner services. He oversees the governance of 43 HOAs, operation of 38 HGV managed resorts, and interfaces with Hilton Worldwide Hotel Operations for HGV developed resorts. Mr. Kreiger has served in key leadership roles with Hilton Grand Vacations since its inception, and is a 30+ year veteran in the vacation ownership industry. Mr. Kreiger earned both his bachelor's and master's degrees from Bowling Green State University, and holds a Certified Property Manager designation from the Institute of Real Estate Management.

Hilton Grand Vacations Company, LLC, is a division of Hilton Worldwide, headquartered in Orlando, Florida. Hilton Grand Vacations develops, markets and operates a system of brand name, high-quality vacation ownership resorts in select vacation destinations. The company also manages and operates two innovative club membership programs: Hilton Grand Vacations Club® and The Hilton Club®, providing exclusive exchange, leisure travel, and reservation services for more than 215,000 Club Members. Hilton Grand Vacations provides comprehensive on-site management services to all Club resorts, including the operation of owner rental programs, resort recreational programs and retail outlets.

In your transition from the Chairman's League to ARDA Trustee, how do you see this new distinction enhancing your work as Senior Vice President Club and Resorts for Hilton Grand Vacations?

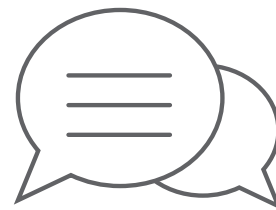
I just marked my 30-year anniversary with Hilton and the years have definitely taught me the value of perspective. I've held roles at so many levels—in different disciplines—and those experiences inform my leadership outlook. Every new opportunity enables me to learn, and I'm looking forward to evolving my role within ARDA. I'm confident that the ARDA Trustee membership will provide insights that will benefit our Club program and my own representation of our brand in the industry.

What surprises you about the industry today compared to the industry in the past?

It not really a surprise, but certainly worth recognizing that the industry has had a trending focus on the customer and the overall emphasis on the hospitality component of the timeshare experience. In today's competitive marketplace, consumers have more choices than ever—and their expectations for quality service inspire us all to make hospitality a top priority.

What's the biggest change you expect to see in the industry this year?

The return of the independent developer. Whether through individual projects or innovative collaborations that bring together resources from several different channels, a new era of growth is gaining strength. It's a great time for the industry, with ample opportunity for development.



JUST FOR FUN!

What's a quote that inspires you?

"There is always a better way." - Thomas Edison

What's the first thing you do when you start work for the day?

Typically, I drink a cup of coffee while walking around the offices to say good morning. I'm in early, so I enjoy touching base with folks before the day fully ramps up to its usual busy pace. I've heard that my schedule makes it tough to track me down...but the early crowd sees me all the time!

What's your favorite pastime?

Playing in the dirt. I like to work outside in the yard and garden. Also, being a grandfather has me exploring lots of fun new hobbies like tea parties and playing Olaf the Snowman in "Frozen" re-enactments.

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