**Fred Lawlor, Sliced Apple Hospitality Group**

**Fred is a highly experienced hotel industry professional with a background in all aspects of the business. A charismatic leader with over 30 years of results and relationships built from progressive leadership roles in the hospitality industry, active academic and community board memberships.**

**He has held senior portfolios with Fairmont Raffles Hotels and Resorts which included managing hotels from as small as 185 rooms to the largest hotel in Canada (Royal York Hotel 1430 rooms), Director of Acquisitions and Development, Corporate Director of Training. In his career with Fairmont he was seconded to Avendra as VP and GM, to manage and develop operations in Canada. Avendra is the largest hotel purchasing company in North America. The company was founded jointly by Marriott Hotels and Resorts, Hyatt Hotels and Resorts, Intercontinental Hotels and Club Corp. Under Fred’s management, a number of strategic supplier contracts and key hotel brands were added to Avendra Canada’s structure including HMS Host, Accor Hotels, Four Seasons, Centennial Hotels, and Silver Seas Cruise Lines etc.**

**Fred was promoted by Fairmont Raffles Hotels International to Vice President of Procurement worldwide. He set up a procurement/purchasing structure for Fairmont, Raffles and Swissotel in Europe, Asia, Middle East and North America.**

**A graduate of Ryerson University (Toronto, Canada) with a B.Comm in Hospitality and Tourism Management and has undertaken specialised skills development throughout his career at Cornell University (US), Advanced Management Program at the University of Guelph (Canada) and was the first corporate management trainee (2 year program) for Canadian Pacific Hotels (Fairmont Hotels and Resorts)**

**He sat on the advisory board of Ryerson University Hospitality and Tourism Program from 2000-2016 and is a past member of innovation committee for George Brown College’ hospitality management Chef’s school. Fred presently sits on the culinary advisory board of Centennial College. He is a board member of the Ontario Restaurant Hotel and Motel Association (Canada’s largest provincial industry association)** [**www.orhma.com**](http://www.orhma.com)

**He is the owner of Sliced Apple Hospitality Group, a hotel advisory group, located in Canada. Sliced Apple is a North American Hotel Consulting Company.**

**He has also been an Instructor of the Revenue Management Program and Hotel Facility Management and Design Program at Ryerson University (**[**www.ryerson.ca**](http://www.ryerson.ca)**). Fred was Global Director of Training for Canadian Pacific Hotels (now Fairmont Raffles Swissotels Inc.)**

**Fred received the Hotel Industry Award from Ryerson University in 2013 and the Business School Life Time Achievement award in 2016.**

**He presently holds philanthropic board memberships on SHEN (Spiritual Heritage Education Network** ([**www.spiritualeducation.org**](http://www.spiritualeducation.org)**), Compass Outreach Centre** ([**www**.**thecompass.ca**](http://www.thecompass.ca)**), Rotary Club of Canada HIP (Honouring Indigenous Peoples) (**[**www.rotaryhip.com**](http://www.rotaryhip.com)**) and Center for Christ Conscious Leadership (**[**www.cclcenter.com**](http://www.cclcenter.com)**)**