



## **COTE FAMILY COMPANIES APPOINTS AGNELO FERNANDES AS CEO**

**MINNEAPOLIS, MINN. -- (January 15 2023)** – Cote Hospitality is pleased to announce the appointment of Agnelo A. Fernandes as CEO. For over 100 years, Cote Family Companies has distinguished itself by providing an array of hospitality services specializing in the management of resort facilities and services, real estate and development operations. Fernandes succeeds Tom Juliano, who has served in the role since 2017.

“We are thrilled to welcome Agnelo, a highly-respected and successful industry leader to the team,” said Bob Cote, chair of the board of directors for Cote Family Destinations. “Agnelo’s unmatched **enterprise** leadership and strategy experience across global markets and proven track record in brand development, innovation and revenue growth will unlock significant value for our company. With this, we express deep gratitude for Tom’s work over the past five years building our brand, elevating the guest experience and overseeing numerous multi-million-dollar expansions, including North Hotel and NorthPark Recreation Center in 2019 and most recently in 2022, the renovation of the award-winning Glacial Waters Spa at Grand View Lodge. We look forward to Agnelo building on Tom’s success to achieve long-term strategic growth.”

Fernandes’ specialty lies in turning around asset performance and establishing brand reputation and value creation. Throughout his career he has outperformed the market, leading with setting a strong workplace culture, crafting sustainable growth strategy and fostering innovation. With more than 30 years of global leadership experience, he has helped position independent luxury resorts in the US, Caribbean, Central America and Asia. A thought leader within the hospitality industry and luxury lifestyle segment, Fernandes has been frequently invited to share his transformational perspectives on leadership, service culture, growth strategy, communications, global marketing and branding. His experience spans across hospitality, spa and wellness, real estate, travel and tourism and restaurants. He has held senior executive positions with brands like Canyon Ranch, Sonesta Hotels, and was most recently with Coral Tree Hospitality and its flagship, Terranea Resort as chief strategy officer and executive vice president.

“I’m thrilled for the opportunity to lead Cote Family Companies long-term strategic growth aspirations. The organization has strong foundational values and I look forward to contributing to a thriving culture that will reflect in elevated guest experience and the attraction and retention of top talent, strategic to Cote’s future growth,” said Fernandes.

Fernandes serves on Visit California’s Marketing Advisory Board and is the immediate past chair of the Branding Committee, overseeing the strategic brand position of the state of California. Along with the executive committee, he chaired the deployment of the \$110 million ‘Dream Big’ brand campaign that represented California as the leading destination. Fernandes also serves on the Executive Committee for the HSMIAI Board of Directors and is the immediate past chair of the HSMIAI Foundation, where he focused on attracting, developing, and retaining talent in the hospitality industry.

Fernandes has been recognized as an industry thought leader and is the recipient of numerous awards and accolades, including Lodging Magazine's Best and Brightest Hotel Innovators and Visionaries; Hospitality Sales and Marketing Association International (HSMIA) Resort Marketer of the Year and Top 25 Most Extraordinary Minds in Sales, Marketing and Revenue; i-Lead Leader of the Year by Two Roads Hospitality, and the prestigious 'Spirit of Lowe' Award by Lowe and CoralTree Hospitality.

For more information, please visit [www.cotehospitality.com](http://www.cotehospitality.com)

**About Cote Family Companies:**

For over 100 years, Cote Family Companies has distinguished itself by providing an array of hospitality services specializing in the management of resort facilities and services, real estate and development operations. Through their intimate collection of resort and camp holdings in Minnesota, including Grand View Lodge, Camp Lincoln and Camp Lake Hubert, and in Arizona at Tanque Verde Ranch, Cote Family Companies offers the best of accommodations, golf, spa & wellness, food and beverage, meetings and special events, retail and equestrian. Cote Family Companies enriches the lives of guests by providing unique experiences and personalized, distinctive service. The guiding principles of tradition, character, and excellence continue to be the foundational values that have served the company and its guests and customers for generations.

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