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Meet the new global head for Hampton by Hilton

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Global head of Hampton by Hilton, Shruti Gandhi Buckley
COURTESY TRU CLARK



By Elle Perry - Digital Producer, Memphis Business Journal
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In September, Hilton named [Shruti Gandhi Buckley](#) as global head for the company's Hampton by Hilton brand.

With previous marketing and brand management positions at Nestle, Unilever, Estee Lauder, Chanel Inc. and National Geographic, Buckley joined Hilton in early 2017 as vice president of strategic initiatives for focused service brands. In that role she led projects and initiatives for the Hampton, Hilton Garden Inn, and Tru by Hilton brands.

Although Hilton is headquartered in McLean, Virginia, Hilton's local office supports all three brands. According to *MBJ* research, Hilton's Memphis corporate office employs nearly 800 people.

Before joining Hilton, Buckley served as vice president and global brand manager of Marriott International's Fairfield Inn & Suites and Protea Hotels brands, where she was responsible for brand strategy, brand positioning and integrity, and the guest experience for more than 900 hotels worldwide, contributing nearly \$2 billion in sales revenue.

"This nearly 35-year-old brand has an incredible track record of performance, owner satisfaction and guest loyalty," Buckley recently said about Hampton. "The Hilton enterprise is committed to solidifying Hampton's future leadership position in the U.S., building a strong international platform for performance and evolving the guest experience and marketing strategy to keep it relevant with changing guest needs and market dynamics."

The Hampton brand began the year by adding seven new hotels to its portfolio of more than 2,330 properties. Last year, the brand opened an average of two new hotels per week globally.

Memphis Business Journal recently reached out to Buckley to learn more about her and the future of Hampton.