

## Paul Snyder <sup>[1]</sup>

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Paul Snyder is Principal at Idea Alchemy, LLC, an advisory practice which focuses on innovation, strategic planning, organizational optimization, reputation resiliency and enterprise competitiveness for corporate, mid-size and non-profit clients.

Previously, Paul was Vice President, Corporate Responsibility at InterContinental Hotels Group (IHG). In that role, Paul co-led IHG's global Corporate Responsibility function and directly oversaw sustainability strategy and execution for the company's nearly 5,200 hotels worldwide. Additionally, he directed the company's Americas Public Affairs activities.

Paul joined IHG in 2003 and has held various Vice President roles in Development, Operations, Marketing and Brand Management. Prior to joining IHG, Paul held a number of roles at Marriott International, in the company's Management, Development and IT departments. He started his career in the hospitality industry with Winegardner & Hammons, Inc., where he began as a line level employee at a Holiday Inn hotel and was promoted into managerial positions in both the Food & Beverage and Rooms departments.

A committed Atlanta community leader, Paul serves on the Board of the Georgia Center for Non-Profits, the Atlanta Symphony Orchestra and Metro Atlanta Chapter of the American Red Cross. He currently leads the American Red Cross chapter's Community Outreach Committee and is a member of the Executive Board. At the Atlanta Symphony, he is a long-standing member of the Audience Development Committee and has served on the Executive Committee leading its Strategic Planning work. At the Georgia Center for Non-Profits, Paul led one of the most successful Corporate Sustainers Campaigns and serves on a number of Board Committees.



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