

## A Seasoned Leader Joins Vik Retreats

On the Move : 25 Nov 2022

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Massimiliano Lombardi brings more than twenty years of experience in the industry.



Galleria Vik Milano is pleased to announce the appointment of Massimiliano Lombardi as Managing Director. A seasoned and respected leader, Massimiliano joins Galleria Vik Milano with over twenty-five years of hospitality experience.

“I am thrilled to be joining the team at Galleria Vik Milano,” stated Massimiliano Lombardi. “Our iconic hotel is unlike any other in Milan, affording guests the rare opportunity to live in an art and design hotel within a historical monument dating back to the 19th century. I look forward to leading our dedicated team and ensuring we provide guests with the exceptional experience for which Vik Retreats is known.”

Lombardi joins Galleria Vik Milano from Sina Hotels, where he most recently served as Chief Operating Officer, overseeing the collection of eleven hotels across Italy. In his role, he gained invaluable expertise in implementing operational and commercial strategies, as well as managing teams and departments for sales and marketing, operations, revenue, e-commerce, and more. Additional positions held include Operations & Commercial Director for Boscolo Hotels, Autograph Collection by Marriott and Director of Sales & Marketing for NH Hotels Italy.

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Vik Retreats is a premier collection of properties that have redefined experiential travel. Vik Retreats break the traditional hotel mold and offer new destinations for travelers seeking an unrivaled experience. Comprised of Estancia Vik José Ignacio, Playa Vik José Ignacio, Bahía Vik José Ignacio in Uruguay, Vik Chile, Puro Vik & VIK in Chile, and Galleria Vik Milano in Italy, Vik Retreats promise truly singular stays offering entrée into the very best of their respective locales. Vik Retreats merge extraordinary design, incomparable location, authentic service, and environmentally minded practices, and are recognized worldwide for showcasing cutting-edge art and design.

Galleria Vik Milano is Vik Retreats' first city retreat and debut in Europe. The hotel is ideally located in the historical center of Milan and housed within the Galleria Vittorio Emanuele II, one of Italy's most iconic landmarks. Renovated and restored under the leadership of innovators Alex and Carrie Vik, Galleria Vik Milano deftly combines the past and the present. As with all Vik Retreats, architecture and design play a central role at Galleria Vik Milano. The strong architectural features of the hotel are reinforced by hand-painted murals and frescos with a focus on Italian artwork, in addition to an extensive collection of international art and a mix of curated contemporary, midcentury, vintage and antique furniture. Galleria Vik Milano features 89 distinctly designed rooms and suites, which have been carefully renovated while maintaining the landmark's original architecture.

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