

MARK PEARCE**Senior Vice President, International Division**

Mark Pearce is Senior Vice President of the International Division for Choice Hotels International, Inc. (NYSE:CHH), one of the world's leading hotel companies. In this position, he is responsible for the management, direction and development of the company's international business. He oversees more than 1,200 franchised properties across 40 countries.

Pearce joined Choice Hotels in 1993 as vice president of sales and marketing for Choice Hotels Canada, and was appointed to his current leadership position in 2010. Throughout his tenure, Pearce has played an integral role in propelling the company's international business strategy and operations, and boosting profitability for Choice's international franchisees.

Of his many achievements at Choice, Pearce notably helped overhaul the company's international business operations to align the most appropriate business model with local market conditions. He also enhanced Choice's global value proposition by leading the implementation of an international IT investment plan.

In 2014, Pearce relocated to Amsterdam to help accelerate the company's international growth. As part of this effort, Pearce successfully catapulted Choice's international expansion by launching the company's upscale Ascend Hotel Collection in the United Kingdom and France, and expanding Choice's portfolio into the UAE and Saudi Arabia.

Pearce has more than 30 years experience in the travel industry. Prior to joining Choice Hotels, he held operations, distribution channel management, sales and marketing positions with Go Vacations and Budget Rent A Car. In 2009, he was honored with the company's prestigious CEO Best of the Best award, which recognizes leaders who demonstrate exceptional management practices and exemplify the organization's cultural values and performance principles