



**FOR IMMEDIATE RELEASE**

**Contact:** Rana Kay, Public Relations Manager  
Hard Rock Hotel San Diego  
619.764.6938/[ranak@hardrockhotelsd.com](mailto:ranak@hardrockhotelsd.com)

**HOSPITALITY VETERAN MATT GREENE ASSUMES THE HELM OF HARD ROCK HOTEL  
SAN DIEGO**

*Greene brings two decades of successful luxury hotel management to San Diego's  
Premier Urban Resort Property*

**SAN DIEGO, CA - Hard Rock Hotel San Diego** has tapped hospitality guru Matt Greene, former senior vice president of operations at Hard Rock Hotel and Casino Las Vegas, as the hotel's new general manager. Greene brings over two decades of successful management experience at several of the country's most cutting-edge lifestyle hotels to the 420-room Hard Rock Hotel San Diego, where he will oversee day-to-day operations and ensure a flawless guest experience.

Greene's aptitude for developing unique programming and creative guest initiatives geared toward the high-end lifestyle traveler has been honed throughout his career. At Hard Rock Hotel and Casino Las Vegas, Greene was responsible for the overall operations of the hotel, the property's entertainment division, and its famed nightlife and food and beverage outlets. At Hard Rock Hotel San Diego, he will continue this role in overseeing the hotel's 420 rooms and suites and 40,000 square feet of event and meeting space, as well as the hotel's signature Maryjane's Coffee Shop, Rock Spa, rooftop lounge and street-level bar. His experience in working with celebrities and high-profile events will also serve as an asset to his role at the Hard Rock Hotel San Diego, which continues to evolve as a premier Southern California destination for celebrities and entertainment events.

"I am very excited to take on the role of general manager for Hard Rock Hotel, San Diego's premier luxury destination for leisure and group travelers. Hard Rock has brought a whole new level of excitement to the Gaslamp Quarter and my plan is to amp it up even more," said Greene. "My focus is to build on Hard Rock Hotel's success by exceeding guest expectations at every opportunity with great service and unexpected delights, and to fully embrace Hard Rock's "Love All Serve All" philosophy by treating every guest as a valued

individual every minute of their stay. And I couldn't be more excited to be in San Diego. I love the city's laid back attitude and genuine Southern California style.”

Prior to joining the Hard Rock brand, Greene served as the director of new builds and conversions for W Hotels Worldwide. In addition to ensuring that all standards, rituals and products were brand compliant, Greene served as a liaison for the W brand between owners, developers, architects and interior designers throughout the construction process. His extensive work with Starwood Hotels and Resorts helped define the foundation of W's contemporary lifestyle hotel experience.

Adding to his resume, Greene served as the general manager and regional director for the world-class Hotel ZaZa in Dallas, Texas, a Four Diamond award-wiNning boutique property that also features residential condominiums. During his tenure, Greene was instrumental in creating brand guidelines for future Hotel ZaZa developments. Committed to exceeding guest expectations for service and quality, Greene led The Diplomat Country Club and Spa in Florida to achieve a number one score in overall guest satisfaction among all North America Starwood Hotels and Resorts. His work with meetings and groups has also been recognized. Under Greene's leadership The Westin La Paloma Resort & Spa in Arizona was ranked number one in meeting planner satisfaction, exceeding all other Westin Hotels and Resorts worldwide.

Greene is a graduate of Michigan State University with a major in hotel/restaurant and institutional management.

For more information on the Hard Rock Hotel San Diego, please visit [www.hardrockhotelsd.com](http://www.hardrockhotelsd.com).

### **About Hard Rock Hotel San Diego**

Located at the entrance of the Gaslamp Quarter across from the San Diego Convention Center, Hard Rock Hotel San Diego boasts an upscale, contemporary design, signature restaurants, a sophisticated nightlife, superior customer service and, of course, the distinctive thread running through all Hard Rock properties – rock 'n' roll. Amenities include 420 rooms and suites including 17 Rock Star Suites, over 40,000 square feet of unique meeting and event space, a world-class Nobu restaurant, rooftop lounge and street-level bar. Additional features include Maryjane's Coffee Shop, Rock Spa and fitness center, a landscaped rooftop pool deck with private cabanas, a Rock Shop and a Pinkberry yogurt store. For more information visit [www.hardrockhotelsd.com](http://www.hardrockhotelsd.com).