



## **The Setai, Miami Beach Appoints Alex S. Furrer as General Manager**

**New York, NY – September 1, 2015** – The Setai, Miami Beach is pleased to announce the appointment of Mr. Alex Furrer as General Manager. Mr. Furrer is a seasoned professional with over 15 years' experience in luxury hospitality. Mr. Furrer has operational and directional responsibility for the 86-room hotel and the 125 residential units, Sales & Marketing, and the company's policies and staff, as well as management of all Food & Beverage and financial operations.

A Swiss native, Mr. Furrer has worked in key management roles at the Eden au Lac in Zurich, the Palace Hotel Luzern and the Victoria Jungfrau Grand Hotel & Spa in Interlaken prior to The Setai. Most recently, Mr. Furrer held the role of Resident Manager at the prestigious hotel, overseeing operations, annual room renovations and playing an important strategic role on the Executive Committee at the hotel. A natural fit in an independent luxury hotel, Mr. Furrer is a multilingual visionary whose approach focuses on guest satisfaction, loyalty and developing new business including high profile events and partnerships with Art Basel, the Miami outpost of the famous Swiss art fair.

In another announcement, The Setai has appointed Nadine Johnson & Associates as their PR agency of record. Nadine Johnson & Associates is a boutique public relations agency located in New York, with 20 years' experience representing some of the world's top hotels, artists, developers, museums, foundations, architects, designers, galleries and luxury brands.

### **About The Setai, Miami Beach**

Situated ocean-side in the heart of Miami's most desirable location in South Beach, The Setai, Miami Beach is an award-winning, international leader in hospitality and the hotel of choice for a savvy clientele of global power players. The Setai masterfully combines the warmth of Asian hospitality with the best in personalized service, the latest in-room technologies and truly rarified comfort. Housed in a restored 1936 landmark building within the historical Art Deco District, The Setai has been artfully designed, weaving the aesthetics of the Far East into its original Art Deco facade. The Setai features 86 hotel rooms and suites, 36 ocean suites and 1 grand penthouse and amenities including three temperature-controlled sparkling pools, beach front services, exceptional dining experiences led by Executive Chef prodigy Mathias Gervais, a new Spa at The Setai by THÉMAÉ and a Clefs d'Or concierge team, all under the watchful eye of Swiss General Manager Alex S. Furrer. The hotel is privately held and independently operated; it holds memberships in The Leading Hotels of the World, Virtuoso and Signature Travel Networks, and was awarded the coveted Forbes Travel Guide Five Star Award in 2015. For more information, visit [thesetaihotel.com](http://thesetaihotel.com). Facebook: [/thesetai](https://www.facebook.com/thesetai). Twitter: [@TheSetai](https://twitter.com/TheSetai).

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