



## KIKE SARASOLA

Founder and President of the chain Room Mate Hotels, Olympic sportsman

“We are stuck in a rut because we have to evolve, be more united and above all, put ourselves in the shoes of customers”

LANGUAGES **ES** **EN**

### \_GENERAL TOPICS

Leadership  
Entrepreneurs  
Strategy and Implementation  
Internationalization  
Culture, Ethics and Responsibility  
Transformation and Technology

### \_SPECIFIC TOPICS

Customer Experience  
Tourist Industry  
Customer Care  
Social Networks  
Design and Cutting-edge Solutions as a Business Plan

A born entrepreneur, Kike Sarasola has become a leader in the international hotel industry with the successful chain **Room Mate Hotels** that he started in 2001 and has been running ever since. A staunch advocate of innovation, first-class customer service and the use of new technologies, Sarasola is committed to **quality and continuous reinvention** in order to gain a competitive edge.

In his talks he explains how Room Mate Hotels began as establishments that **got rid of what was unnecessary** while meeting customers' real needs (accommodation and breakfast). He also explains the **international expansion strategy** that has enabled him to compete with the large hotel chains and open premises in the **world's major cities**.

The key to what he does is **rethinking traditional business models** in order to give customers a good experience, as well as making a commitment to cutting-edge solutions and using designs that set the hotels apart from each other, giving each one its own name and style in keeping with their locations. Sarasola's business also uses a **model of meticulous**

**cost management** and widespread market penetration through the Internet and innovative methods of communication that promote its rapid development. This model has earned him the **Medalla de Oro al Mérito Turístico** (Gold Medal for Merit in Tourism) **2014** in the Innovation category, awarded by Spain's Ministry of Industry.

A sportsman, entrepreneur and actor, Kike Sarasola was awarded three Olympic diplomas for equestrian sports at three Olympic Games, was horse riding champion of Spain four times and the first Spaniard to win a bronze medal at a European Championship.

He works closely with the **Minicol Foundation**, which helps children affected by violence in disadvantaged areas of Colombia.

