



## Alvarez & Marsal Expands Travel, Hospitality & Leisure Capabilities with Additions of Mike Cremin and Nishant Sinha

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### KEY INDUSTRY LEADERS BRING A COMBINED 45+ YEARS OF TRAVEL SECTOR, DIGITAL TRANSFORMATION AND TECHNOLOGY SOLUTIONS EXPERTISE

NEW YORK -- Leading global professional services firm **Alvarez & Marsal (A&M)** has bolstered its **Travel, Hospitality & Leisure** offerings within its **Corporate Performance Improvement (CPI)** practice by adding industry veterans Mike Cremin as Managing Director and **Nishant Sinha** as Senior Director.

Their hires represent the next step of CPI's plan to expand its lines of service to help travel, hospitality and leisure sector clients drive change and maximize value amidst a changing industry landscape.

A&M's newly formed and fast-growing Travel, Hospitality & Leisure practice was created to find effective and practical solutions to fast-moving changes including shifts in demand, rising operational costs, disruptive market entrants and increasingly complex financing environments.

Mr. Cremin, based in Dallas, joins A&M with more than 25 years of consulting experience. He specializes in helping clients leverage technology to enable new business capabilities and models, improve performance, and enhance the quality and cost of technology services. Most recently, Mr. Cremin led the development of a multi-year technology strategy for a global hospitality organization focused on defining the technology, talent and organizational changes needed to enable the future growth objectives of the company. Prior to joining A&M, Mr. Cremin served as a Managing Director with Accenture's Technology Strategy practice.

Mr. Sinha, based in Chicago, brings more than 22 years of travel industry and business consulting experience to A&M. He specializes in digital transformations to help clients achieve revenue growth, cost savings and operational efficiencies.

Mr. Sinha advises Fortune 500 companies on business strategy development, product development and business-IT alignment. He has helped airline, hotel, travel distribution and car rental clients solve for their Internet of Things (IoT), data strategy, robotic process automation (RPA), inventory distribution, revenue management, cloud technologies and product implementation concerns. Most recently, Mr. Sinha was responsible for developing a fleet data strategy for the largest car rental company in the world. Prior to joining A&M, Mr. Sinha served as Director of Consulting with Cognizant Consulting in the US.

"The travel, hospitality and leisure sector is facing an array of global challenges that A&M understands and is well positioned to help solve for," said **Sooho Choi**, Managing Director and leader of A&M's Travel, Hospitality & Leisure practice. "Mike and Nishant have the operational and transformation knowledge to achieve optimal results for clients. Their joining furthers our ability to maximize value for clients and drive the changes required today as well as tomorrow."

Mr. Cremin earned a bachelor's degree in accountancy and computer applications from the University of Notre Dame. He is an AWS Certified Cloud Practitioner.

Mr. Sinha earned a bachelor's degree in tourism from IGNOU, New Delhi, an MBA from S P Jain School of Global Management from Singapore and Dubai, and a diploma in hotel management from Institute of Hotel Management.

### **About Alvarez & Marsal**

Companies, investors, and government entities around the world turn to Alvarez & Marsal (A&M) for leadership, action and results. Privately held since its founding in 1983, A&M is a leading global professional services firm that provides advisory, business performance improvement and turnaround management services. When conventional approaches are not enough to create transformation and drive change, clients seek our deep expertise and ability to deliver practical solutions to their unique problems.

With over 6,000 people across five continents, we deliver tangible results for corporates, boards, private equity firms, law firms and government agencies facing complex challenges. Our senior leaders, and their teams, leverage A&M's restructuring heritage to help companies act decisively, catapult growth and accelerate results. We are experienced operators, world-class consultants, former regulators and industry authorities with a shared commitment to telling clients what's really needed for turning change into a strategic business asset, managing risk and unlocking value at every stage of growth.

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