



Gérard Pélisson, Co-Founder and Former Chairman/CEO of Accor
Director of Green Globe from 1999 to 2023

Gérard Pélisson, French hotelier and businessman, co-founded Accor, currently the largest hospitality company in Europe and the sixth largest worldwide served as a director of Green Globe from 1999 to his passing in 2023. An iconic industry pioneer, Gérard, together with co-founder Paul Dubrule, ushered in a modern approach to French hospitality with their first hotel creation, subsequently executed a series of aggressive growth acquisitions, and ultimately initiated the merger that created the Accor conglomerate we know today.

Gérard earned his engineering diploma from the École Centrale Paris in 1955 and was a graduate of the Massachusetts Institute of Technology (MIT). Setting aside his engineering background and a budding career at IBM, Gérard seized an opportunity that would lay the foundation for today's Accor. In 1967, alongside Mr. Dubrule, he established the very first modern, standardized hotel business model through the creation of Novotel in Lille, France. The Novotel model was a truly revolutionary concept, which was years ahead of its time. It offered guests a modern bedroom with en-suite bathroom and desk, a grill restaurant, swimming pool and breakfast, all for one rate.

An astute businessman, Gérard tenaciously pursued opportunities to expand the company's portfolio and achieved major milestones including: establishing Ibis in 1974; purchasing Mercure in 1975; buying Sofitel in 1980; leading the merger with

Jacques Borel that created the Accor Group in 1983, which was introduced to the Paris stock exchange the same year; launching Formule 1 in 1985; integrating Lenôtre in 1990; and acquiring Compagnie Internationale des Wagons-Lits et du Tourisme in 1991.

After shepherding the company through massive growth, Gérard stepped back from the day-to-day operation of the company in 1997 but remained involved as co-chairman of the firm's board of directors.

He also co-founded Institut Paul Bocuse, a prestigious international school of hotel management, hospitality, gastronomic training, and culinary arts.

Gérard died in March 2023 at the age of 91 with his family by his side.

Green Globe honors the man and the industry legend, Gérard Pélisson.



James Robinson III – Former Chairman/CEO of American Express & Director of The Coca-Cola Company —one of the main characters in “Barbarians at the Gate” book and movie - Director of Green Globe Ltd in 1996-97

James D. Robinson III served as Chairman & CEO of the American Express Company for approximately 16 years. Mr. Robinson has also been a director of the Coca-Cola company since 1975 Mr. Robinson was one of the early directors of the Green Globe brand.

James Robinson held the senior position at American Express and played a prominent role in the RJR Nabisco leveraged buyout battle as chronicled in the book *Barbarians at the Gate*. Mr. Robinson is a graduate of Harvard Business School.

James Robinson is a general partner and co-founder of RRE Ventures, a private information technology venture investment firm. Robinson is also president of J.D. Robinson, Inc., a strategic consulting firm. He was previously a long-time Director and Chairman of Bristol-Myers Squibb, and of Violy, Byorum & Partners, which operated in South America.^[1]

Robinson also serves on the Boards of Directors of PrimeRevenue,^[8] and is honorary chairman of the Memorial Sloan-Kettering Cancer Center. Robinson is a member of the Business Council and the Council on Foreign Relations, and an honorary trustee of the Brookings Institution and World Travel & Tourism Council, where he was a co-founder. In previous years, he served as co-chairman of the Business Roundtable and chairman of the Advisory Committee on Trade Policy and Negotiations.

Green Globe honors James Robinson III for helping shape the Green Globe brand in its formative years.