



15x Revenue Growth in 5 Years: Apartment Hotel Brand Section L Appoints New Executive Team to Drive Human Capital Strategy

31 July 2025, Tokyo

Industry veterans from Shangri-La, Marriott, and global chains join Section L to accelerate international expansion and strengthen operational excellence.

Section L (Headquarters: Chiyoda-ku, Tokyo; Representative Director: Howard Ho), an extended-stay apartment hotel operator, announces the appointment of 4 senior executives across operations, human resources, finance, and brand strategy to lead the company's next phase of growth.

Background & Growth Trajectory

Founded in 2020 as a global hospitality startup born in Japan, Section L operates 11 apartment hotels across Tokyo. To date, the company has welcomed over 200,000 guests from 96 countries, achieving a 15-fold revenue growth over the past 5 years.

As Section L prepares for further global expansion, strengthening its human capital and operational framework is paramount. By onboarding seasoned leadership from leading international luxury hotel chains, Section L reinforces its commitment to human-centric growth and asset optimization.

New Executive & Operations Leadership

Gavin Weightman | Chief Operating Officer (Joined October 2024)

Bringing over 25 years of hospitality experience across key Asian resort destinations with the Shangri-La Group, Gavin leads Section L's overall operations. Having built his career from housekeeping to General Manager—and most recently overseeing country-wide operations in Singapore—Gavin drives operational efficiency across the portfolio.

Setsuko Takeo | Head of Human Resources (Joined March 2025)

With over 20 years of HR expertise at global organizations including Hilton, Shangri-La, and Amazon, Setsuko brings deep industry knowledge as a former multi-property HR Director. At Section L, she spearheads talent strategy, organizational development, and culture.

Maria Deevoy | Head of Commercial Sales & Marketing (Joined July 2025)

Maria has led business transformation, brand strategy, and digital marketing for major global brands, including Sony, Coca-Cola, Microsoft, Disney, Warner Bros., Turner, Fremantle, and Shangri-La Hotels & Resorts. Most recently, she advised luxury hotel and resort brands such as Radisson and Vinpearl as a marketing consultant.

Mei Sim Lee | Head of Finance (Joined July 2025)

Based in Singapore with over 30 years of financial and accounting expertise, Mei Sim has held senior financial management roles across prominent hospitality groups, including Shangri-La, Park Hotel Group, and Goodwood. With an extensive background in audit at KPMG and PwC, she manages financial strategy, capital expenditure, and opening support.

Section L continues to evolve not merely as a hotel operator, but as a hospitality brand dedicated to maximizing real estate asset value. With upcoming property developments and regional expansions planned, this strengthened executive team will further solidify partnerships with institutional investors and real estate developers.

About Section L

Section L is a hospitality management company founded in 2020. The company operates the "Section L" extended-stay apartment hotel brand and develops InterSection—its proprietary hotel operations software and guest community platform.

The founding team consists of hospitality experts, with a majority holding degrees from Cornell University's Hotel School and professional backgrounds at luxury chains (such as Shangri-La and Four Seasons) and real estate investment funds.

Section L operates on an asset-light model through Management Contracts (MC) with institutional real estate investors, converting traditional business hotels and residential properties into high-performing apartment hotels. Today, the company operates 11 properties in Tokyo, maintaining industry-leading guest satisfaction scores and Gross Operating Profit (GOP) margins through its proprietary technology platform.

Company Profile:

Company Name: K.K. Section L (Section L Co., Ltd.)

Leadership: Representative Director & CEO: Howard Ho | Directors: Shinya Tawada, Akihiro Kitagawa

Headquarters: WeWork Kanda Square, 2-2-1 Kanda Nishikicho, Chiyoda-ku, Tokyo

Established: February 2020

Official Website: <https://section-l.co>