

# joie de vivre<sup>®</sup>

## CHIP CONLEY

### Founder and CEO of Joie de Vivre

Chip Conley is the founder and CEO of Joie de Vivre, California's largest boutique hotel company. Inspired by the French expression for "joy of life," Conley launched Joie de Vivre with the opening of The Phoenix Hotel in San Francisco in 1987 at the age of 26. With no industry experience, Conley took a 1950's seedy motel and turned it into a world-renowned "rock 'n roll hotel" that catered to celebrities from David Bowie to Linda Ronstadt.

Conley has always been on the cutting edge of what's new in hospitality. Building on transformational leadership practices and an innovative design formula that enables customers to experience "identity refreshment," Joie de Vivre now manages nearly 40 boutique hotels, more than 20 restaurants and five spas across the state. The company has over 3,000 employees and was named the Third Best Place to Work in the San Francisco Bay Area in 2009.

Each of the company's nearly 40 boutique hotels has an original theme, personality and unique collection of services and amenities. The company gleans inspiration for the original personality of each hotel from popular magazines so, for example, the Hotel Rex in San Francisco resembles *The New Yorker*, the Hotel Avante in Mountain View resembles *Wired*, and The Shorebreak Hotel in Huntington Beach feels like *Outside* magazine meets *Elle Decor*.

Conley has written a series of business books. In his most recent – *PEAK: How Great Companies Get Their Mojo from Maslow* – Jossey-Bass, 2007, Conley shares his unique prescription for success based on the iconic Hierarchy of Needs. His new theory illustrates how employees, customers and investors are ultimately motivated by peak experiences—and he demonstrates how to create these for each using realworld examples from his own company and peak performers like Southwest Airlines, Apple, Whole Foods Markets, and Harley-Davidson. Conley credits this theory for helping Joie de Vivre triple its annual revenue to more than \$250 million between 2001 and 2008. His other books include *The Rebel Rules: Daring to be Yourself in Business*, Simon & Schuster, 2001 and *Marketing That Matters: 10 Practices That Can Profit Your Business and Change the World*, co-authored with Eric Friedenwald-Fishman, Berrett-Koehler Publishers, 2006.

Conley has been honored with top hospitality industry awards. In 2008, the California Lodging Industry Association (CLIA) recognized Joie de Vivre and Conley with its Excellence in Lodging Award and Chairman's Award. He was also selected as one of four finalists for the 2008 "Corporate Hotelier of World" award by the prestigious *Hotels* magazine. In 2007, Chip was honored by the *San Francisco Business Times* as the Most Admired CEO in all of the Bay Area (including Silicon Valley) in the category of Innovation.

Conley is a big believer in giving back to the community and is recognized as a committed and creative philanthropist. He is the founder of San Francisco's Annual Celebrity Pool Toss, which has raised over \$3 million for inner city youth programs now thriving in the troubled neighborhood where he launched his first hotel. He is a member of the Young President's Organization and received his BA and MBA from Stanford University.

[www.chipconley.com](http://www.chipconley.com)

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