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# INNOVATING LEADERSHIP

with International  
Leadership Association Fellow  
Maureen Metcalf



**Innovating Leadership, Co-Creating Our Future**  
Tuesday at 11 AM Pacific  
**December 21st 2021: Red Roof Revisioning the Future**

Red Roof is evolving under the leadership of their new President, George Limbert. George and his team have updated their vision to reflect our post-covid era that embraces the community and employees and creates an exceptional customer experience across all Red Roof branded properties. George talks about the bold steps they are taking now to bring this vision into reality. This interview is the first in a series of Red Roof's re-imagining and evolution.

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## Featured Guest



### George Limbert

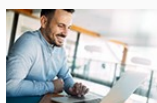
George Limbert is the President of Red Roof, a leader in the lodging industry. He initially joined as Red Roof's in-house General Counsel and today leads an organization with over 660 properties serving millions of guests each year in the United States, Brazil and Japan. George led a strategic transformation of the business and is working to manage interdepartmental challenges as well as demand to create operational efficiencies. He is a member of the board of directors of the American Hotel and Lodging Association, the voice representing every segment of the lodging industry in the United States.

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