

Meet Scott Duff

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Regional Vice President, Franchise Sales & Development Wyndham Hotels & Resorts

Active in the hotel industry for nearly thirty years, Scott Duff joined Wyndham Hotels & Resorts in August 2019 as Regional Vice President, Franchise Sales & Development. He leads a team of two and has national responsibility for Wyndham's overall franchise growth, with particular emphasis on its collection of full-service, upscale and upper-upscale brands.

Prior joining Wyndham, Scott was Vice President - Hotels at CBRE Limited. During his three years with the CBRE hotel brokerage practice, he worked across Canada providing hotel owners with actionable insight on hotel acquisition, disposition, value and branding.

At Starwood Hotels & Resort, as Senior Director of Development, Scott spent nearly twelve years with sole responsibility for the company's growth in Canada and Alaska, through the execution of long-term franchise license agreements and brand managed contracts. On his watch, the world's first Aloft Hotel opened at Montreal's Trudeau Airport.

Before joining Starwood, Scott held the role of Vice President, Development at Choice Hotels Canada. He headed a team of three regional development directors for eight years during which time, the team achieved a then-record number of new franchise deals.

The experience he gained in these various roles has given him exposure to a broad range of hotel assets across the lodging spectrum, and built enduring relationships with owners and developers from coast-to-coast.

Scott's main claims to fame is having visited the Canadian moose trilogy of Moose Jaw, Moose Factory and Moosonee, and having a town named after him in Saskatchewan (Duff, SK pop. 30).



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