

NICK MASSAD JR., PRESIDENT & CEO

After graduation from Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston in 1973, Nick Massad joined American Liberty Hospitality as Food & Beverage Director at a Sheraton Hotel located in Dallas, Texas. He later served as General Manager of that hotel, as well as several of the company's other hotels, before becoming its first President in 1983. He, along with his wife Vicki, purchased Houston based ALH in 1990, and Mr. Massad has since served as the company's Chief Executive Officer.

Mr. Massad has held the positions of Board Chairman of the Hotel and Lodging Association of Greater Houston and of the Greater Houston Convention and Visitors Bureau. He is presently a member of the Dean's Industry Advisory Board and of the Eric's Club Board of the Conrad N. Hilton College of Global Hospitality Leadership at the University of Houston and has also served as its Alumni Association President.

Mr. Massad has also served on the franchisee councils of IHG and Starwood Hotels and is a preferred developer with Hilton Hotels Worldwide. He has received major industry awards including the 2016 Lifetime Achievement Award from Hilton for his achievements as a partner and developer over the last two decades. Mr. Massad received his Honorary Doctorate Degree from the University of Houston in 2012 for his industry success and for his many years of support and service to the school he attended and loves so much. The three Massad children, Margo, Nick III, and Taylor are also graduates of the Hotel College, and all hold significant positions within ALH.

In 2007 to give back, the Massad family funded the rebuilding of the library and archives of the Conrad N. Hilton College at the University of Houston. The project is known as the Massad Family Library and Hospitality Industry Archives and is a source of great joy to all Hilton College students.