



Adam MacLennan

Managing Director | Head of UK & Ireland



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Europe, North America



London



English, French

areas of expertise:



strategic advice
operator search
project development

Adam MacLennan is a hospitality veteran with over 20 years of experience in hospitality management and consulting. He joined the PKF hospitality group in 2014 to head the UK & Ireland consulting practice based in London and to manage assignments in the UK, Ireland, Europe, Africa, and the Middle East. Adam has led feasibility, valuation, litigation support, research, operator search and general advisory assignments for public and private investors, developers, and operators in the hospitality sector. He is also responsible for business development and has developed an extensive international network in the industry.

Before joining the PKF hospitality group in London, Adam worked with PKF Consulting USA in Atlanta from 2008 to 2014 during which time he was responsible for valuing and analysing the feasibility of several hundred proposed and existing transient and extended-stay hotels, conference centres, and mixed-use hospitality developments with a total value of more than US\$2 billion. Adam has a Master of Management degree in Hospitality from the Cornell University School of Hotel Administration and a Master in Social Anthropology from the University of Edinburgh.

Adam is a board member of the London chapter of the Cornell Hotel Society, a member of the Hotel Property Network and The Hotel Real Estate Group and a regular speaker at industry events.