

PRESS RELEASE

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INFINITE LUXURY APPOINTS NEW MARKETING DIRECTOR TO DEFINE ULTRA-LUXURY AT KATA ROCKS

(Hong Kong – 4 July, 2016) – Phuket lifestyle design company Infinite Luxury is pleased to announce the appointment of Michael Nurbatlian as Director of Marketing. Nurbatlian joins Infinite Luxury with more than eight years of experience in the luxury hospitality industry, bringing with him a wealth of marketing and e-commerce experience.

Michael's previous experience includes working in luxury properties such as InterContinental Hotels & Resorts and Phuket designer resort Indigo Pearl. He was most recently at Mandarin Oriental, Bangkok for four years and held the leadership position of Director of Digital Marketing, responsible for all brand, marketing and digital strategies.

Richard Pope CEO of Infinite Luxury says, "We are extremely pleased to have Michael join us, Michael is a natural born entrepreneur who has successfully built his unique career and experience within the travel, luxury and hospitality industries."

With an M.B.A. in Marketing & Innovation from the prestigious Glion Institute of Higher Education in Switzerland, he now heads Infinite Luxury's marketing, branding, public relations, advertising, communications and digital ecosystem.

Commenting on his new role, Michael says: "This is a truly fantastic opportunity to work with an innovative luxury brand such as Infinite Luxury. I look forward to joining this pioneering team and building on new successes as we expand regionally by strengthening the online guest experience and connecting with new clients by further developing the Kata Rocks brand and bring the Infinite Luxury brand to life."

Michael will be based at Infinite Luxury headquarters in Phuket, Thailand and will report to CEO Richard Pope.

Kata Rocks in Phuket, Thailand was opened in 2014 by lifestyle design company Infinite Luxury, the idyllic resort & residence has over 34 pool villas overlooking the paradise coast.

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ABOUT KATA ROCKS

Kata Rocks is a design driven, luxury resort and residence, located directly on the oceanfront at the southern end of the renowned Kata Beach, along Phuket's sunset west coast. It features 34 iconic Sky Pool Villas of one to four bedrooms, each offering its own private infinity-pool, expansive living and dining area, superbly appointed bedrooms and bathrooms. Each villa is equipped with latest interactive iPad technology allowing guests to control the Sky Villa environment at the touch or swipe of a button. The Sky Villas also come with the latest in mobile connectivity providing guests unlimited 4G internet access and complimentary international phone calls. Along with exquisite dining options, poolside restaurant and bar, the resort features the award-winning Infinite Luxury Spa and fitness suite. Voted 'Best Apartment in the World' at the London International Property Awards; in 2016, Kata Rocks had the honour of being named one of the 25 best hotels in Southeast Asia by the prestigious *Conde Nast Travelers* 2016 Readers' Choice Awards, raising its total to over 50 international awards. Kata Rocks is also home to the highly coveted annual Kata Rocks Superyacht Rendezvous - hailed by leading industry players such as Feadship and Burgess and luxury media as the definitive superyacht event in Asia.

ABOUT INFINITE LUXURY

Infinite Luxury is the owning and operating company of Kata Rocks, its flagship resort. Infinite Luxury is a hospitality management company with expertise in luxury brand marketing, design, architecture, and project management of bespoke luxury residences and hospitality real estate developments.

Photography of Kata Rocks is available to download in the [Photo library](#) of our [Media section](#), at <https://www.katarocks.com>.

Visit [The Blog](#), Kata Rocks' online luxury portal that features the best in culture, haute living, yachting and style. Read news about our award-winning resort, the best dining experiences in Phuket, spa treatments, travel retreats and the best of yachting in Asia. Further information is also available on our [Social media](#) channels.

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