



Baron R Ah Moo

Managing Director | Head of US



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USA



New York



English, Spanish



areas of expertise:

asset management
capital markets
financing + investment
transaction support

Baron Ah Moo has over 30 years of experience in investment, hospitality finance and operations. Joining PKF hotelexperts in 2019, Baron leads the US hotel consulting practice and is based in New York City. As a recognized expert in emerging Markets and Cross border transactions, Baron's capital markets, mergers and acquisitions and portfolio asset management engagements are global in nature, having lived and worked in four countries in three different continents. His list of clients includes private equity funds, major hotel operators and private wealth and family offices. In addition to advising US Clients, Baron is responsible for all business development and will manage PKF hotelexperts operations in the US, Canada and Latin America.

Prior to joining PKF hotelexperts, Baron was the founder and Managing Director of BLI Capital Group, a leisure real estate advisory and consulting firm. His previous roles include serving as the Head of Hotels-Capital Markets for Colliers International based in Hong Kong, COO for the Hotels Division of Lewis Fund Holdings, one of the largest Family Offices in the UK (4 billion GBP AUM), and as the CEO of Indochina Hotels and Resorts, which managed the largest private portfolio of leisure real estate in Vietnam (500 Million USD AUM). Baron holds a Bachelor's Degree in International Management from the University of San Francisco, and a Master's in Professional Studies from Cornell University's School of Hotel Administration in Ithaca, NY.

Baron has contributed to several industry and media publications including Bloomberg Television and was featured on the cover of Hotel Investment Outlook. He is a contributing author to "Strategic Hospitality Leadership-The Asian Initiative" and was nominated by Cornell's President to serve as a member of the University's Alumni Council.