



Adam MacLennan

Senior 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's year career in hospitality began in food and beverage and operations management almost 30 years ago. He Joined PKF in 2008 in Atlanta, GA, USA and moved to London to run the UK & Ireland office in 2014. His operations and consulting career have given him a deep understanding of the dynamics that drive performance and value in hospitality businesses throughout their life cycle.

Adam has managed 100's of assignments across four continents; working on feasibility studies, valuations, operator searches and negotiations, investment and financial analysis, due diligence, investor search, asset management, litigation support, room and function planning, design and branding workshops, planning support, benchmarking, forecasting and primary research projects. His clients include public entities and private equity, institutional investors, high-net worth individuals, family offices, large corporations and startups, management companies and franchisors, tenants and landlords. His projects have covered the full spectrum of hospitality real estate from city hostels, hotels and serviced living, to mega convention centre hotels and resorts, and from budget to ultra luxury experiences.

Adam has an MA degree in Social Anthropology from Edinburgh University (1995) and a Masters of Management in Hospitality (MMH) from the Cornell School of Hotel Administration (2006). He is a partner of the PKF hospitality group with responsibility for UK & Ireland, BeNeLux and the Nordic countries. In 2023, Adam launched PKF hospitality's latest service line Sustainability Solutions, to help PKF's clients navigate the complex and regulatory and risk filled path to a sustainable future, supporting the adoption of the 17 UN SDG's in hospitality development projects, and empowering PKF's team and network to drive positive change in the industry.

Adam is a board member and past president of the London (and Atlanta) chapters of the Cornell Hotel Society and an active participant in the Cornell Centre for Hospitality Research's Sustainability Roundtables. He regularly speaks and moderates at industry events and roundtables on a variety of topics and is PKF's representative and active member of the Energy and Environment Alliance. He has published several whitepapers and articles on ESG topics with his colleagues and is a regular contributor to the Hospitalitynet.org World Panel on Sustainability.