

Celebrating Creativity, Expression And Style

An Interview with Marshneil Bharadwaj, General Manager, Andaz 5th Avenue

EDITORS' NOTE Marshneil Bharadwaj is the newly appointed General Manager of Andaz 5th Avenue, bringing nearly 20 years of global hospitality experience across India, Bali, Dubai, the Bahamas, and New York City. A Hyatt veteran known for her people-first leadership and passion for cultural immersion, she has held key roles at Grand Hyatt Baba Mar and most recently led Gild Hall, a Thompson Hotel, to notable success. In her role at Andaz 5th Avenue, Bharadwaj oversees operations and guest experience and drives localized programming that reflects the creative spirit of Midtown Manhattan. Her leadership is defined by curiosity, empathy, and a commitment to delivering immersive, personalized hospitality.



Marshneil Bharadwaj

Will you provide an overview of Andaz 5th Avenue and how the property is positioned in the market?

Andaz 5th Avenue is a luxury lifestyle hotel and holds the title of the Andaz flagship property in the heart of Midtown New York. Located just a few steps from Bryant Park and The New York Public Library, the quintessentially New York property celebrates creativity, expression and style with touchpoints and programming that elevate the guest experience, from indulgent food and beverage offerings to its 'Artist in Residence' initiative. Featuring 184 rooms, include 54 suites of which six have terraces overlooking the grand façade of The New York Public Library, the property is also home to an underground, bistro-bar-inspired culinary experience – The Bar Downstairs – that celebrates fresh local flavors and a creative cocktail program. Andaz 5th Avenue offers a zen escape amid the bustle of Midtown Manhattan, infusing the guest experience with a blend of understated design and inspired novelty that promotes wellness and sustainability throughout – from our guest rooms and suites, to The Bar Downstairs, to our event space, Apartment 2E. We welcome globetrotters and locals alike who prefer a unique, authentic, and inclusive haven to express their personal style.

How valuable is it to have such a strong suite product and do you see this as a differentiator for Andaz 5th Avenue?

A unique differentiator for Andaz 5th Avenue is the proportion of suites in our

inventory and the variety among the suites themselves. This, of course, commands a premium rate and increases with every tier of suite category. Our two-bedroom suites have a loyal following given the many executive and high-profile guests we host as their needs often require more space, exclusivity, and the personalized touches which our suites offer. In addition to being accommodating, these suites can be used for small meetings and receptions, further expanding the options our guests and clients have

while giving us more opportunities to provide truly personalized service. Additionally, their minimalist design by Tony Chi allows for greater flexibility, which our guests appreciate. Perhaps our most popular rooms are the Wellness Suites, which feature unique amenities and experiences that help guests maintain their well-being while traveling. These suites were developed in response to a growing trend and desire among travelers for more wellness-focused products

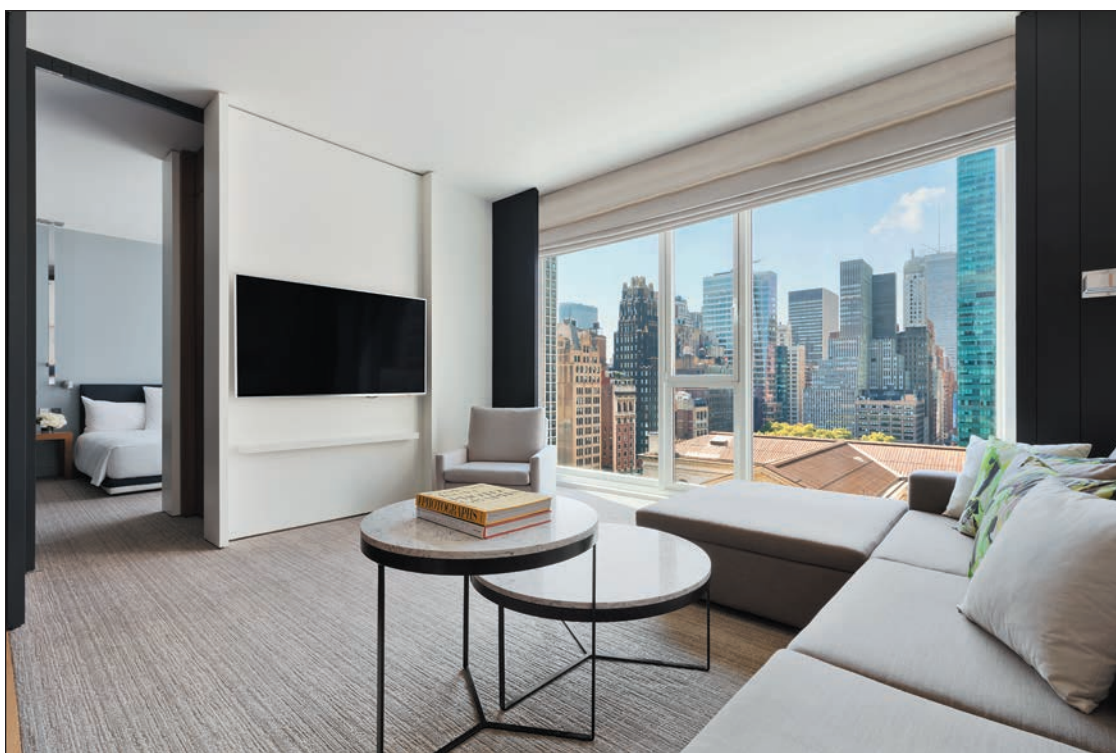
and amenities, and we've seen an overwhelmingly positive response to this enhancement.

How has Andaz 5th Avenue approached its restaurant/food and beverage offering, and what are the keys to being successful in this part of the business?

At Andaz 5th Avenue, food and beverage is a key expression of our brand, with The Bar Downstairs & Kitchen serving as a Gastropub-inspired hideaway offering tapas-style plates, craft cocktails, and a curated wine list. Our menus are constantly evolving to reflect seasonality and local flavors, from rotating small plates to playful, city-inspired offerings like our New York Happy Meal – a perfectly chilled martini paired with house-cut fries. Designed to feel like a neighborhood favorite, The Bar Downstairs blends authenticity, creativity, and consistently high-touch service to resonate with both locals and global travelers. Continuous evaluation of our offering keeps our experience from stagnating and gives our guests and patrons something new while maintaining a consistent and reliable standard of delivery.



Andaz 5th Avenue's The Bar Downstairs & Kitchen



Andaz 5th Avenue city view suite (above); a dining nook at Andaz 5th Avenue (below)

Will you highlight Andaz 5th Avenue's meeting and event capabilities?

The second floor holds Andaz 5th Avenue's meeting and event space which has been aptly named Apartment 2E due to its residential, home-like layout – reminiscent of a New York opulent and grandiose Penthouse. Once guests exit the elevators on the second floor, the expansive open kitchen is the first thing that comes into sight. Designed as “the heartbeat” of the 6,400 square-foot meeting and event space, everyone is invited to be a part of the action. The hotel boasts five total indoor meeting spaces with ultimate urban sophistication. The spaces range in size and include The Great Room, The Kitchen, The Courtyard & Lounge, The Study, and The Boardroom. The Courtyard is one of the very few spaces in New York City which provides a retractable roof and an exclusive spot for all our guest activations during high profile meetings and weddings.

Will you discuss Andaz 5th Avenue's focus on offering personalized service and a customized guest experience?

The key is to emphasize how the hotel anticipates, adapts to, and exceeds individual guests' expectations through thoughtful and tailored interactions. At Andaz 5th Avenue, we rely on guest history, preferences, and feedback which we gather through World of Hyatt (our loyalty program), guest surveys, and, perhaps most impactful, through direct interactions with our guests. We also invest a lot of time in training and empowering our teams to make real-time decisions. Small touches from remembering guest names to leveraging personal details and preferences elevate the service offering from a transaction to emotional affinity and loyalty. I believe that simply talking to our guests builds stronger connection and trust. While technological

improvements and AI-powered recommendations offer greater convenience, nothing can substitute the personal touch.

An important aspect of delivering personalized service to guests is personalizing the experience of our internal guests: our colleagues. Treating the team as internal guests means listening to their day-to-day needs, supporting their aspirations, and creating an environment where they feel valued and empowered. We support this through tailored onboarding plans when colleagues are hired, and develop the



experience through regular check-in conversations, internal surveys, and an open-door policy to ensure that every colleague has a voice. We listen to understand and provide actionable support through genuine recognition, work-life balance, and flexibility. We strongly believe that service starts from within, and when we treat our people like guests, they will pass the same spirit of care and pride on to every guest who stays at Andaz 5th Avenue.

Our guiding principles are Hyatt's values – Respect, Empathy, Experimentation, Well-being, Inclusion and Integrity – and they help us create lasting memories at Andaz 5th Avenue for our guests, colleagues, and leadership.

What excited you about the opportunity to lead Andaz 5th Avenue and made you feel it was the right fit?

This opportunity was the right alignment of my leadership style and the hotel owners' vision. The Takenaka Corporation, which owns Andaz 5th Avenue, values authenticity and dedication, and this is reflected in their approach to design, celebration of heritage, and promotion of sustainability – all of which I strongly support. My background in luxury hospitality also made this the right fit as I was able to relate to the Andaz brand, which represents a bold approach to luxury as a lifestyle and celebrates individuality, creativity, and deep connections to place. And this opportunity allowed me to blend operational excellence with culture curation. Andaz guests are sophisticated, curious and design conscious, so they seek originality – this excites me because it pushes me to remain agile in my leadership and continuously evolving my approach to service delivery. I saw this role not just as managing another property, but leading and shaping a cultural landmark in the heart of Manhattan. Leading this hotel represents a platform where I can contribute meaningfully to the guest journey, develop the brand story, and support the growth and success of an exceptional team.

What advice do you offer to young people interested in building a career in the hospitality industry?

I think it's most important to keep in mind that a career in hospitality is not a typical “9 to 5” job, and not one where someone comes in just to collect a paycheck. It involves selflessness and a highly empathetic approach to service and care which may not always be recognized or reciprocated. I've been in this industry for 24 years and with Hyatt for 20 years, and I have been excited to go to work every day – this industry offers so much growth, development, and opportunity but also challenges you didn't think possible, and it all builds a stronger version of yourself. But to truly embody that, you must be open-minded and prepared to embrace new ideas and diverse perspectives every day. It's a lot of hard work, but you're working with other passionate, devoted, and supportive people who are not just colleagues – they become lifelong friends and a global network throughout your career. These lasting connections are irreplaceable and unlike any you will find in other industries. ●