

Paradies Lagardère welcomes Jens Baake to its executive team



A snapshot of Jens Baake, Executive Vice President & Chief Operating Officer – Dining Division, Paradies Lagardère

Paradies Lagardère, a leader in the travel retail and food & beverage industry in North America, recently announced Jens Baake joined the company as Executive Vice President & Chief Operating Officer – Dining Division. Reporting to Regynald Washington, President of the Dining Division, Baake will be responsible for the day-to-day operations of the division, driving profitability and continuing to develop Paradies Lagardère’s execution skills and reputation in the industry.

Washington says, “I’m excited to have Jens join our team. He not only brings a wealth of experience to the Dining Division, with proven executive leadership skills, but he also has worked extensively for global organizations and celebrity chefs and personalities such as Claus Meyer and Martha Stewart. We look forward to his contributions to the company.”

Prior to making the move to Paradies Lagardère, Baake held the role of Chief Operating Officer at The Palm Restaurant Group, the iconic fine dining steakhouse restaurant group in Orlando, FL. His major accomplishments included overhauling the company’s technology infrastructure, improving the guest experience and operational efficiencies and reducing employee turnover.

Additionally, he’s held leadership positions with Ameristar Casinos Inc. and The Walt Disney Company and worked with Claus Meyer, the culinary visionary and founder of noma in Copenhagen, Denmark, to open a Food Hall and Michelin Star Restaurant at Grand Central Terminal in New York.

Earned in his home country of Germany, Baake holds a culinary degree, a bachelor's & master's degree in Hospitality Management from the University of Massachusetts at Amherst and is a Level 1 & a Level 2 Sommelier certified by The Court of Master Sommeliers. He was named as a Fellow to the Culinary Institute of America.