

LARRY TRAXLER JOINS MODERN DESIGN PLATFORM AS BOARD DIRECTOR AND CHAIR, HOSPITALITY STRATEGY

Former Hilton SVP Global Head of Architecture & Design to guide MDP's hospitality strategy and enterprise adoption

MIAMI — Modern Design Platform (MDP) has appointed Larry Traxler as Board Director and Chair, Hospitality Strategy, effective October 5, 2026.



Previously Hilton's SVP Global Head of Architecture & Design, Traxler worked across new construction, renovation, conversion and lifestyle development. **During his tenure, Hilton grew from roughly 3,000 hotels to nearly 10,000, and from 8 brands to more than 24, with nine launched in-house.**

His appointment comes as MDP addresses fragmentation in hotel furniture, fixtures and equipment (FF&E) projects: the gap between early design decisions and the specifications, approvals and purchasing information needed to execute them.

The platform is designed to begin with the Project Design Brief: the purpose, design direction, brand requirements, guest experience, budget and performance criteria. It then carries that context into one persistent project record containing linked product records, specifications, customizations, estimates and approvals. Selections and substitutions can then be considered against the intent that shaped the project, rather than in isolation. Complete specifications can be passed to an existing FF&E team or purchasing partner, while qualifying products can be purchased through MDP where appropriate - the intention is to work with Global Hospitality brands **to improve what enters procurement, not replace it.**

"Larry understands the entire journey from a hospitality brand idea to a physical guest experience," said Neil Somerfield, Founder and CEO of Modern Design Platform. "He will help us build for the practical requirements of global hospitality organizations while preserving the individuality that great hotel design depends upon."

Traxler said: "For thirty years I've watched great hotel design lose something between the first brief and the first guest. Not from lack of care. The creative vision lives in an inspired design presentation, while the decisions live in spreadsheets that slowly dilute this concept vision. MDP keeps them connected, giving brands discipline without sameness. That's why I said yes to Neil."

Traxler will work with MDP's CEO and Board on strategy, platform development and enterprise adoption. He will advise on hospitality workflows, facilitate relevant relationships across hospitality and the architecture and design community, and participate where appropriate in major presentations and industry events.

ABOUT LARRY TRAXLER

Larry Traxler is the founder of TraxWorks Hospitality Collaborative. Formerly Hilton's SVP Global Head of Architecture & Design, he advises hospitality organizations, owners, developers and industry partners.

ABOUT MODERN DESIGN PLATFORM

Modern Design Platform is a design and execution platform for complex FF&E projects, connecting design intent, project intelligence and product decisions through specification, customization, purchasing and delivery coordination.

MDP's new platform is now online at <https://www.moderndesign.io/> For a demonstration, contact Neil Somerfield at nsomerfield@moderndesign.io



Project-first. Product-aware. Procurement-ready.

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