

Pan Pacific Hotels and Resorts Strengthens Management Team With Hotel Veterans

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Pan Pacific Hotels and Resorts recently announced the appointment of several top executives in its Corporate Office. The move is in line with Pan Pacific's plans to expand both regionally and globally.

These newly created positions will be filled by Mr Hisaaki Takei, Senior Vice President, Sales, Marketing and Operations, Mr Kevin Croley, Vice President, Sales and Marketing and Mr Masaichi Nakauchi, Vice President, Business Development.

A hotel veteran, Mr Hisaaki (Aki) Takei comes with over 25 years' experience in the hospitality industry. He brings with him a wealth of knowledge; including 10 years with Emerald Hotels Corporation in Hawaii where he led the Sales and Marketing function for the Hawaiian Regent, Mauna Lani Bay and the Emerald Anaheim, and five years with Tokyu Hotel Corporation's overseas division. Since joining Pan Pacific, he has been General Manager of the Pan Pacific Wuxi, and more recently has led the Regional Sales function in Japan. In his new role, he will have overall responsibility for Sales, Marketing and Operations.

Mr Kevin Croley, the newly-appointed Vice President of Sales and Marketing, was previously managing director of delta SQUARED, a specialist performance improvement company to the travel industry and has held several senior Sales and Marketing roles with the InterContinental Hotels Group. A specialist in revenue and distribution marketing strategies, his role in Pan Pacific will be to develop new ways that the group can increase its market share and maximize production from key distribution channels.

Mr Masaichi Nakauchi will head the business development unit as Vice President. Having worked in the Pan Pacific group as well as other leading hotels and large establishments that include Walt Disney World, he is highly valued for his experience in business expansion. At Pan Pacific his main role will be to look into further expansion of the Pan Pacific brand portfolio and its highly creative food and beverage concepts.

The new team has been put in place with the purpose of strengthening the current structure of accomplished executives in order to ensure that Pan Pacific is poised for business growth opportunities.

Said Mr. Arthur Ikeda, President of Pan Pacific Hotels and Resorts, "I am very excited about having this new team on board the Pan Pacific group." He added, "They join us as extremely experienced veterans of the industry and I look forward to seeing them implement our business strategies moving forward."

Apart from the new appointments in the Corporate office, Mr Sanroku Yamanaka currently the Director of Japanese Sales at Pan Pacific Singapore will relocate to Pan Pacific's Regional Sales Office in Japan to assume the position of Director of Sales and Marketing.

The various executives will be assuming their new roles this month.

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