

Pan Pacific Announces Corporate Appointments

2005-10-31

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; Mr. Masaichi Nakauchi, Vice President, Business Development; and Mr. Steve Buckler as Vice President of Sales & Marketing for the company's North America collection of properties.

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 both the Pan Pacific group as well as other leading hotels and large establishments that includes 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.

Mr. Arthur Ikeda, President of Pan Pacific Hotels and Resorts, comments '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. Steve Buckler has recently been appointed Vice President of Sales & Marketing for the company's North America collection of properties. Buckler is a 34-year veteran in the hotel industry having worked in sales and marketing positions for Sheraton, Hyatt and Intercontinental Hotels & Resorts. In his sales and marketing role he orchestrated the successful opening of Hyatt Hotels in Baltimore, Orlando and Atlanta.

Buckler joined Pan Pacific Hotels and Resorts in 1987 as Vice President of Sales and Marketing, then continued on as Regional Vice President of Operations and Marketing for the company in the South Pacific, based in Sydney. He was also General Manager of Pan Pacific San Diego and supervised the opening the company's Malacca hotel in 1996. Additionally, Buckler's background includes work as an independent consultant and Regional Director for TravelCLICK. Buckler is a graduate of the University of Massachusetts.

Buckler can be reached at Pan Pacific Hotels and Resorts America, 24351 Armada Drive, Dana Point, California 92629, (949) 248-7257 - phone, (949) 606-8786 - fax, email - sbuckler@panpacific.com.

Additionally, 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 assumed their new roles in August 2005.

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