

## Benchmark Hospitality Appoints Lisa Shaw as Enterprise Marketing Analyst

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Benchmark Hospitality International has announced the appointment of Lisa Shaw as enterprise marketing analyst - Jack Schmidt, chief marketing officer, made the announcement.

'It is my pleasure to welcome Lisa to Benchmark Hospitality,' said Mr. Schmidt. 'She brings vast knowledge of and enthusiasm for database management and analysis. Lisa will be a tremendous asset to our sales & marketing team here at the company's Home Office.'

Ms. Shaw was previously employed as marketing revenue and reservations manager by The Woodlands Resort & Conference Center, located in The Woodlands, Texas, and a property Benchmark originally developed and operated in the early 1980s. Prior to this position, she served as marketing research analyst for the resort. She and her husband reside in The Woodlands area.

Benchmark Hospitality International, an independent hospitality management company based in The Woodlands (Houston), Texas, operates resorts, conference centers, hotels and condominium resorts both domestically and internationally.

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