

Shangri-La Appoints Brian Windle Vice President Sales And Marketing, North America
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Shangri-La Hotels and Resorts, Asia Pacific's leading luxury hotel group, has appointed Brian Windle vice president sales and marketing, North America.

Mr. Windle will assume this newly created, New York-based position June 1, 2007, reporting directly to Chief Marketing Officer Martin F. Waechter.

Mr. Windle will be responsible for North America inbound and outbound sales and marketing including distribution channel development; loyalty and partner marketing; revenue generation of Shangri-La's New York and Los Angeles regional sales offices; and successful marketing launches of Shangri-La hotels opening in Chicago, Miami, Las Vegas, Vancouver, Toronto and others soon to be announced.

Mr. Windle brings to this position 26 years sales and marketing experience. He was most recently asset manager of Ojai Valley Inn & Spa, California, for the Henry Crown & Company of Chicago and senior vice president sales and marketing for Destination Hotels & Resorts. As vice president sales and marketing, W Hotels for Starwood Hotels & Resorts, he directed the branding and launch of 16 W Hotel projects. While director sales and marketing, resorts for Westin Hotels & Resorts, Mr. Windle was responsible for domestic and international resort brand management as the group's resort portfolio increased by 50% in three years.

'Brian Windle's demonstrated success in domestic and international sales and marketing and strategic brand launches, will be invaluable during the period of Shangri-La's North American debut and rapid expansion,' said Martin F. Waechter.

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