

Worldwide Revenue Solutions Names Chief Operating Officer

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Worldwide Revenue Solutions, a Dallas-based hotel Internet marketing company, recently appointed Annie L Hall as Chief Operating Officer.

A highly respected leader in management and strategic planning for growing businesses, Hall will oversee widespread operations of the company. Hall comes to Worldwide Revenue Solutions with a longstanding record of designing profitable growth initiatives and implementing successful long and short-term strategies for service-oriented businesses.

'We are extremely pleased and honored to have Annie join our team during this exciting period of growth,' said Linda Ghaffari, the company's president and CEO. 'Her experience and expertise combined with her passion for success makes her the perfect choice for this important position.'

As Chief Operating Officer, Hall will manage the formulation, implementation and monitoring of objectives and policies to improve profitability, processes, service and quality.

Most recently, Hall was Director of Operations for a company in the residential mortgage industry and has been recognized for reducing costs, increasing accuracy rates and designing efficient metrics, reporting and system enhancements to facilitate decision making.

Hall's extensive training and esteemed background in operations management are instrumental to Worldwide Revenue Solutions as this top SEO company launches an innovative Customer Relationship Management initiative.

'I look forward to making a significant contribution to the continued success of this expanding company,' Hall said. 'I am excited about this opportunity to join such an innovative, customer-focused industry leader.'

WRS, a Search Engine Optimization (SEO) company in Dallas, Texas, was founded by Linda Ghaffari, former President of OwnerOptimizer for Felcor Lodging Trust. WRS is a privately-owned hospitality Internet marketing company developed as an online marketing partner for hotels to optimize revenue from Internet and brand resources.

WRS offers over 50 years of combined hospitality experience, dedicated to search engine optimization, social networking, search engine and tactical online marketing, content research and writing, website design and development, as well as Customer Relationship Management (CRM) execution. For more information on WRS and its services, call 972-424-2200, e-mail info@wrsol.com or visit their website at www.wrsol.com.

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