

Carlson Hotels Worldwide Appoints Baron Carr As Vice President Of Brand Marketing

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Carr will be responsible for all on line and off line brand marketing in The Americas for the company's brands, which include Regent(R) Hotels & Resorts, Radisson Hotels & Resorts(R), Park Plazasm Hotels & Resorts, Country Inns & Suites By Carlsons and Park Inn(R).

Carr reports directly to Fredrik Korallus, executive vice president of Revenue Generation for Carlson Hotels Worldwide.

"Carr's marketing and leadership experience are a perfect fit for Carlson Hotels as we continue to strengthen our marketing approach" said Korallus. "Carr's leadership will be invaluable as we enter an exciting period of growth for our hotel brands."

Carr brings more than 11 years of brand marketing experience to Carlson, encompassing several roles in the financial services industry. He served most recently as vice president of Branding and Multicultural Marketing for Allianz of America. In this position, he increased top-line growth for the company by overseeing the overall strategy and development of the unified brand. Carr lead the development and implementation of multicultural marketing programs to help recruit a more diverse distribution network, increasing sales within targeted segments and creating stronger brand identity for Allianz.

Prior to Allianz of America, Carr worked at JPMorgan Chase where he held numerous positions including, vice president of Chase Auto Finance, assistant vice president of Corporate Marketing and Communications, assistant treasurer of Corporate Marketing and Communications and quality analyst of Chase Cardmember Services.

Carr holds memberships in several professional associations, including the National Speakers Association, Harlem Chamber of Commerce Board, Association of National Advertisers Multicultural Marketing Committee, Screen Actors Guild and the Board of Directors of Big Brothers Big Sisters the Twin Cities.. He recently earned the Minority Business Executive Award from the Minneapolis/St. Paul Business Journal in 2007. He attended Long Island University where he earned a B.A. in Media Arts and M.B.A in Accounting.

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