

Hyatt Names Amy Curtis-McIntyre to Key Worldwide Marketing Post

2008-06-02

Hyatt taps founding CMO of JetBlue to lead global brand communications

Hyatt Hotels & Resorts has named Amy Curtis-McIntyre to the newly created position of senior vice president, brand communication. In this role, Curtis-McIntyre is responsible for developing a global brand communication strategy to differentiate and drive preference for Hyatt's full-service brands worldwide. Her priorities include the development and launch of Hyatt's first global advertising campaign and collaboration with the company's human resources department to communicate key brand messages internally. Curtis-McIntyre reports to Tom O'Toole, chief marketing officer, Global Hyatt Corporation.

Curtis-McIntyre brings extensive experience in brand building, brand management, and communication to Hyatt. Most notably, she was the founding chief marketing officer for JetBlue Airways where she was responsible for all aspects of sales and marketing for the successful start-up, including: developing the brand platform, advertising, promotion, public relations, and web strategy. In addition, at JetBlue she managed product design and development, as well as internal communication. During Curtis-McIntyre's tenure, JetBlue was named 'Marketer of the Year' by Ad Age Magazine and was voted 'Best U.S. Airline' by Condé Nast Traveler readers, a distinction the airline went on to earn for six consecutive years.

Since leaving JetBlue in 2005, Curtis-McIntyre has spoken and lectured widely for corporations and universities on the subjects of brand and culture building, brand management and effective communication. As an independent consultant, she has offered marketing and branding counsel to a wide variety of clients, including: Yahoo, Google, The Gap, Dunkin Brands, BRGuest Restaurants, and several university schools of business administration, such as Yale, Kellogg, Harvard, Cornell and Wake-Forest.

'We are delighted to add Amy's proven track record, creativity and marketing insight to our senior brand leadership team at this exciting time in Hyatt's development,' said O'Toole. 'Her unique perspective, brand experience and ability to communicate brand personality will be key as we continue to build brand preference for Hyatt and its respective brands worldwide.'

'My experience has taught me that successful brand building begins inside a company, with the culture and the people, and extends outward to all customer touch points and only then to external messaging and marketing tactics,' said Curtis-McIntyre. 'Hyatt is a great company with a tremendous legacy built on authentic hospitality. Our opportunity, as we grow, will be to celebrate and leverage our core strengths and to express them through our products and services in new and meaningful ways.'

Prior to joining JetBlue, Curtis-McIntyre served as vice president of marketing North America for Virgin Atlantic Airways and director of marketing for Celebrity Cruise Lines. A graduate of the University of Massachusetts, she began her marketing career with Hill & Knowlton Public Relations in New York.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32864.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html