

Rob Solomon Named Chief Marketing Officer for Outrigger's Portfolio of Brands

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In this new and expanded capacity, Mr. Solomon will provide strategic marketing leadership for the entire Outrigger portfolio of brands and lines of business that spans from Hawaii to the Pacific-Asia region.

"As Outrigger develops our markets into more places, the need to focus on global marketing is even more paramount than ever before," David Carey said. "Rob's expanded role as Chief Marketing Officer acknowledges the broader role marketing is taking across our company's portfolio of businesses and the inter-related nature of going to market on a global basis."

Mr. Solomon was most recently Senior Vice President, Sales and Marketing and has led Outrigger Enterprises Group's marketing and sales efforts for over 10 years. During that time the company has received many accolades, including recognition as the American Marketing Association's Marketer of the Year. In 2005, Mr. Solomon was recognized by his peers in the Hospitality Sales and Marketing Association International as one of the 25 most extraordinary minds in marketing.

Mr. Solomon is an active and respected member of Hawaii's visitor industry, serving as a member or board representative for industry organizations such as the Oahu Visitors Bureau, the Marketing Advisory Committee of the Hawaii Visitors & Conventions Bureau, the Japan Hawaii Tourism Council and the CMO Council.

Mr. Solomon holds master's degrees from Princeton University and Yale University in the fields of public and international affairs and Southeast Asia studies.

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