

## Barcelo Hotels & Resorts Announces the Appointment of Claudio Zboznovits as Vice President of Sales & Marketing for the U.S. and Canada

2008-07-15

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Barcelo Hotels & Resorts today announced the appointment of travel industry veteran Claudio Zboznovits as Vice President of Sales & Marketing Director for the U.S. and Canada. Mr. Zboznovits joins Barcelo from The Mark Travel Corporation, based in Milwaukee, Wisconsin, where he was Director of the Latin America Division. Mr. Zboznovits brings more than 27 years of travel industry experience.

At The Mark Travel Corporation Mr. Zboznovits was responsible for strategic and corporate planning for the company's Latin American product line. He managed and coordinated all inter-governmental relations for the enterprise as well as supervising corporate strategic alliances for all brands of company as it relates to Latin America. In his new position with Barcelo Hotels & Resorts he will be in charge of the strategic growth of the brand in the North American market with a clear emphasis on Mexico and Latin America. He will oversee travel industry contract negotiations and management, as well as Barcelo's expanding marketing programs throughout North America. Anthony Stone, Senior Director of Sales & Marketing for the travel industry, U.S., and Rick McCauley, Senior Director of Sales & Marketing for the Travel Industry, Canada, will both report to Mr. Zboznovits.

The appointment was announced by Jamie Buxo, Executive Vice President of Sales & Marketing, Barcelo Hotels & Resorts. Mr. Buxo said, "We welcome Claudio's expertise in the travel industry and his extensive background that spans tour operations and industry and government relations, as well as his experience throughout Latin America. Claudio is one of the most highly regarded individuals in the travel industry. We know that he will provide outstanding leadership as we continue to grow our portfolio of upscale all-inclusive resorts throughout Mexico and the Caribbean," added Buxo. Presently Barcelo Hotels & Resorts operates more than 30 hotels and over 10,000 guestrooms throughout Mexico, the Dominican Republic, Costa Rica, Nicaragua and Ecuador.

Prior to joining the Mark Travel Corporation in 2002 Mr. Zboznovits served in various positions of influence within the industry for companies such as ATA Leisure Corporation, Club America Vacations, Sunquest Canada, British Airways Holidays, Regent Holidays and Sheraton Corporation. He earned a Hotel Management degree from The Sheraton Corporation/UCMM/Cornell executive training program, as well as studying Psychology at the University of Georgia, Athens. Claudio Zboznovits will be headquartered in McLean, VA, at the Barcelo Crestline Corporation.

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