

Omni Hotels Appoints New Chief Marketing Officer and Senior Vice President of Sales

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Luxury Hotel Company Hires Industry Veteran to Lead Sales & Marketing for Brand

Omni Hotels announced today that Tom Santora has joined the organization as its new chief marketing officer and senior vice president of sales.

Santora is charged with leading the award-winning, innovative luxury hotel company's continued brand growth and development. He will be responsible for establishing and driving a strategic plan across all disciplines including advertising, public relations, e-commerce, customer loyalty, global sales, revenue management and electronic and call center distribution.

"We are very pleased to have Tom join Omni Hotels at this important point in the brand's evolution," said Mike Deitemeyer, president of Omni Hotels. "His engaging leadership, broad knowledge base and exceptional luxury hotel expertise will enable us to propel the brand forward."

Santora brings with him over 20 years in the hotel industry. As executive vice president of sales & marketing for Kor Hotel Group, Santora built the sales and marketing team and set the overall position for the company's two iconic boutique brands, Viceroy and The Tides, and also played an integral role with their substantial portfolio growth. Prior to joining Kor, Tom served in various sales and marketing positions during his 16 years with Marriott, including opening the flagship Renaissance Hollywood Hotel, establishing centralized group sales centers in the west and facilitating national sales schools.

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