

Wyndham Hotel Group International Appoints Marketing Executive

2008-08-20

Wyndham Hotel Group International today announced the appointment of Andrew Dufty as vice president of international marketing.

He is responsible for developing and executing marketing plans in Europe, the Middle East, Africa and Asia Pacific region including brand initiatives, advertising campaigns and promotions for Wyndham Hotel Group's nine hotel brands outside of North America.

Dufty, who is based in London and reports to Jean Thomas, Wyndham Hotel Group executive vice president and chief marketing officer, previously was general manager, marketing, for British Midland Airways in Derby, U.K., Heathrow Airport's second-largest scheduled airline, responsible for global marketing strategy.

From 2002 to 2006, Dufty was head of brand communications for Barclays Bank PLC, a global financial services provider based in London, responsible for the marketing communications strategies of the Barclays and Woolwich brands. From 2002 to 2003 he served the company as head of sponsorship.

From 1996 to 2002, he worked in a variety of roles at British Airways, the U.K.'s national airline based in London, including sponsorship and promotions manager, responsible for negotiating key company sponsorships including the 2000 Olympic Games and the 2002 World Cup.

From 1995 to 1996 Dufty was product manager for Haven Holidays, the U.K.'s largest amusement park company based in London. He began his career in 1992 as an executive trainee with Gardner Merchant, a contract catering company based in London. In 1993 he was promoted to commercial manager and in 1994 to client account manager.

Dufty received his bachelor's degree in hospitality management in 1992 from Bournemouth University, Dorset, U.K.

Wyndham Hotel Group, one of three principal components of Wyndham Worldwide Corporation (NYSE: WYN), encompasses nearly 7,000 hotels representing more than 581,000 rooms in 65 countries on six continents under the Wyndham(R), Ramada(R), Days Inn(R), Super 8(R), Wingate(R) by Wyndham, Baymont Inn & Suites(R), Microtel Inns and Suites(R), Hawthorn Suites(R), Howard Johnson(R), Travelodge(R), Knights Inn(R) and AmeriHost Inn(R) brands. All hotels are owned individually and operated independently or by Wyndham Hotel Management. Wyndham Hotel Group is based in Parsippany, N.J. Additional information is available at www.wyndhamworldwide.com.

Wyndham Hotel Group's Wyndham Rewards loyalty program - formerly the TripRewards(R) loyalty program - is the largest in the lodging industry based on the number of participating hotels. Additional information is available at www.wyndhamrewards.com.

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