



Barcelo Hotels & Resorts Appoints John Schultz as Marketing/Advertising Manager for the U.S. and
Canada

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Barcelo Hotels & Resorts today announced the appointment of John Schultz as Marketing/Advertising Manager for the U.S. and Canada. Mr. Schultz will report to Claudio Zboznovits, Vice President of Sales & Marketing for Barcelo Hotels & Resorts in North America.

Mr. Schultz joins Barcelo from Partnership Marketing, MLT Vacations where he was an Account Executive and served as the main marketing point of contact for key travel partners in Mexico, the Caribbean, and Costa Rica. He brings expertise in online marketing as well as partnership marketing. He has also held positions with Willard & James Advertising and Ace Communications Group.

"As Marketing/Advertising Manager, John will play an integral role in working with both our trade and travel partners in enhancing our programs and continuing to grow our brand presence both online and in traditional media," said Zboznovits. "We welcome his expertise and look forward to John's ability to help grow our business throughout the U.S. and Canada," added Zboznovits.

Mr. Schultz holds a Bachelor of Science Degree in Business from the University of Wisconsin-Stout, Menomonie, WI. He is an active member of the Resort Property Management Association and the American Marketing Association.

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