

## HSMAI Global Board of Directors Selects Fairmont Raffles Executive as Chairman

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Fairmont Raffles Hotels International's Jeff Senior to Chair HSMAI Board

The Hospitality Sales and Marketing Association International (HSMAI) announces Jeff Senior, executive vice president of sales and marketing at Fairmont Raffles Hotels International, as the new Global Board of Directors Chairman. HSMAI Global board members elected Senior to the position at the Sept. 27 board meeting held in Oslo, Norway.

A 25-year veteran of the hotel industry, Senior previously held positions in both marketing and operations with Marriott Corp., Doubletree Hotels Corp., Kimpton Hotels and Restaurant Group and InterContinental Hotels & Resorts.

'As chair of HSMAI's Global Board of Directors I will be able to work with the brightest minds from the best brands in the industry,' Senior said. 'This opportunity comes at an exciting time for HSMAI with the new wave of chapter development in Asia and the Middle East, and I am looking forward to the opportunity to continue the momentum generated by my predecessors.'

The 2008 HSMAI Global Board of Directors also includes:

Dorothy Dowling - senior vice president, marketing and sales, Best Western International

Christian Gayet - senior vice president of sales, Accor North America

Ursula Hahn, CHME - managing director, HSMAI Mexico City Chapter

Jens Thraenhart - managing director, Chameleon Strategies

Arne Sundt-Bjerck - managing director, ASB Consult

Kjell Galstad - general manager, Online Services AS

Pamela Streeter - vice president of electronic distribution & marketing, Interstate Hotels & Resorts

### **About HSMAI Global**

HSMAI is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers. Founded in 1927, HSMAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMAI's Americas Region, headquartered in McLean, VA, consists of 40 chapters. HSMAI's European Region, headquartered in Oslo, Norway, consists of five national chapters in Europe. HSMAI Asia Pacific, headquartered in Singapore, is developing new chapters in Singapore, Hong Kong/Macau, and Thailand. Chapters are also under development in Abu Dhabi and Dubai. Visit [www.hsmmai.org](http://www.hsmmai.org) for more information.

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