

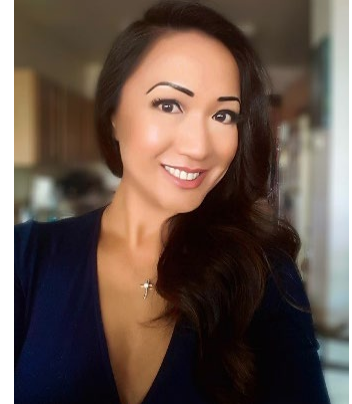
VICEROY

LOS CABOS

For More Information:

The Brandman Agency

ViceroyLosCabos@brandmanagency.com



VICEROY LOS CABOS APPOINTS MARTA HAGAN AS DIRECTOR OF SALES AND MARKETING; LORRIANNE MESINA AS DIRECTOR OF LEISURE SALES

LOS ANGELES, Calif. (August 25, 2020) – [Viceroy Los Cabos](#) is pleased to announce the appointment of Marta Hagan as Director of Sales and Marketing and Lorrienne Mesina as Director of Leisure Sales for San José Del Cabo’s premier oceanfront resort. With over a decade of exceptional leadership and management experience, Hagan will leverage her extensive knowledge to lead all sales, marketing, and revenue efforts for the award-winning resort, including creating and overseeing sales initiatives and infiltrating key markets. Mesina will also apply her two decades of sales experience to tap into critical leisure market segments to propel Viceroy Los Cabos to new heights.

Hagan joins the Viceroy Los Cabos team from Loews Santa Monica Beach Hotel, where she served as Director of Sales and Marketing. There she oversaw, conceptualized and implemented innovative marketing messages and commercial tactics. Continuing on her proven track record, Hagan successfully rebuilt and redeployed the sales team to effectively capitalize on competitive market opportunities. Prior to Loews, Hagan held the role of Director of Sales and Marketing for several other leading Los Angeles-based hotels including, Hotel Figueroa, Hotel Erwin, Shore Hotel, The Standard Hollywood and Hollywood Roosevelt Hotel. During her time at Hotel Figueroa, Hagan played an instrumental role in overseeing the sales and marketing strategy for the property’s highly successful rebranding. Further showcasing her versatile skills, Hagan was a primary member of the opening team during her time as Director of Sales and Marketing at Shore Hotel. Here she secured creative and innovative partnerships with local businesses, travel and entertainment markets and, implemented sustainable practices which resulted in a Gold LEED certification for the hotel.

Mesina also joins Viceroy Los Cabos with an impressive travel and sales background, previously serving as Regional Director of Sales & Business Development for Inspirato, a Coastline Travel Advisors Affiliate. There, she led the new Sales and Acquisitions team for hospitality products for member vacation inventory in the United States, Caribbean, Mexican, Latin American and European markets and increased travel services revenue by more than 200% year over year. Prior to that, Mesina oversaw sales for multiple high-end hotels and hospitality brands throughout the US and Latin America, where she regularly developed and executed innovative sales strategies to exceed sales goals and support overall revenue growth. From Mukul, Auberge Resorts Collection in Nicaragua, to Mandarin Oriental in Las Vegas, to various Ritz-Carlton properties in Colorado, California and Nevada, Mesina has invaluable experience driving success for high-profile properties around the region.

“With their extensive hospitality experience and knowledge in all aspects of sales, I am confident Marta and Lorrienne will further elevate the sales and marketing strategy for Viceroy Los Cabos,” said Peter Bowling, Regional Managing Director. “We look forward to welcoming them and having them be integral parts of our team.”

For more information on Viceroy Los Cabos, please visit www.viceroyloscabos.com.

###

ABOUT VICEROY LOS CABOS

Viceroy Los Cabos is located in the heart of San Jose Del Cabo on the Coast of Baja California. The 194-room beachfront property faces the Sea of Cortes and embodies the essence of water throughout its architecturally stunning design. Resort amenities include immaculately decorated one, two and three-bedroom Casitas and four-bedroom Villas, cinema room for movie screenings, versatile meeting spaces and lively restaurants and bars. The property presents an energized lobby and arrival experience, beach pool and bar, expanded luxury spa, and redesigned state-of-the-art fitness center curated by Los Angeles-based celebrity trainer, Harley Pasternak. With safety and wellbeing at the forefront of all operations, Viceroy Los Cabos is committed to upholding Viceroy’s Promise of Cleanliness Program, ensuring the highest standards of cleanliness at the resort throughout the entire guest experience. For more information, visit viceroyloscabos.com. Follow Viceroy Los Cabos on [Instagram](#) and [Facebook](#).

ABOUT VICEROY HOTELS & RESORTS

Viceroy Hotels & Resorts inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy’s vibe-led hospitality is guided by the brand promise “Remember to Live,” an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they’re looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Los Cabos, Chicago, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Serbia, Algarve and Panama. The Viceroy

Lifestyle Series hotels and resorts are found in attitude-led destinations such as Santa Monica. The Viceroy Urban Retreats in San Francisco and Washington D.C. have an independent spirit and bold, eccentric personalities. Viceroy Hotels & Resorts is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 500 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotels & Resorts at [facebook.com/viceroyhotelsandresorts](https://www.facebook.com/viceroyhotelsandresorts) and on Instagram and Twitter @viceroyhotels.