



Media Contact: Marguarite Clark Public Relations
Marguarite Clark (949) 295-2801 mc@mclarkpr.com

KSL RESORTS ANNOUNCES NEW GLOBAL SALES DIRECTOR

Frank Rodgers, Former Grand Wailea Exec, Joins KSL Resorts' Growing Team

IRVINE, Calif. – Adding to its team of accomplished sales professionals, [KSL Resorts](#) has announced the addition of Frank Rodgers as its newest global sales director.

Overseeing leisure sales – including the retail travel agent market – as well as the wholesale market, consortia and tour groups, Rodgers will report to Chris Riccardi, KSL Resorts' senior vice president, global sales strategy. According to Riccardi, Rodgers is an experienced sales executive and will be a brand ambassador for the leisure market, playing a pivotal role in the company's overall sales strategy.

“Frank is a valuable new addition to our growing sales team, and we are thrilled to have him on board,” Riccardi said. “He is a highly productive, results-driven and savvy sales leader with a keen focus on customer care and will be central to our strategic growth plan going forward.”

With over 10 years of hospitality industry sales experience, Rodgers was most recently associate director of Waldorf Astoria's Grand Wailea Maui resort and was also leisure sales manager for the Arizona Biltmore, another Waldorf Astoria property. Additionally, he was senior sales manager for Waldorf Astoria Beverly Hills, area sales manager for Highgate Hawaii Hotels and sales manager for The Royal Hawaiian. With experience in many facets of the hotel industry, he also worked as a restaurant sales manager for the Sheraton Waikiki and as a complex meeting and event manager for Starwood Resorts of Waikiki.

President and founder of Hawaii Ohana Southern California, Rodgers is proficient in Japanese. He holds a Bachelor of Business Administration degree in marketing and international business from the University of Hawaii at Manoa and studied Japanese at Konan University in Japan.

About KSL Resorts

KSL Resorts is a full-service hospitality company that manages world-class destination resorts, hotels and clubs, many with a wide array of outstanding recreational amenities including spa, golf, tennis, ski and beach locations. Managed properties include Camelback Resort and Blue Mountain Resort – both in the Pocono Mountains, PA; Vespera Resort on Pismo Beach, CA; Silverado Resort (Napa, CA); Avila Lighthouse Suites (Avila Beach, CA); Pismo Lighthouse Suites and Shore Cliff Hotel (Pismo Beach, CA); Paso Robles Inn and The Piccolo (Paso Robles, CA); and Sheraton San Diego Hotel & Marina. Asset managed properties include Fairmont Grand Del Mar (San Diego, CA); Renaissance Esmeralda Resort & Spa (Indian Wells, CA);

Marram (Montauk, NY); and Outrigger Hotels and Resorts (Hawaii and worldwide). More information may be found at kslresorts.com.

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