



IMMEDIATE RELEASE
Monday, April 11, 2011
Website: www.HH&R.com

Media Contacts:
Maresa Thompson
d: 505.998.5423
c: 505.221.9012
E-mail:
mthompson@hhandr.com

Kristelle Siarza
d: 505.998.5433
c: 505.750.7570
E-mail:
ksiarza@hhandr.com

Award winning and nationally recognized individuals join Heritage Hotels and Resorts

New employees will lead reorganized revenue management team

ALBUQUERQUE, NM -- Heritage Hotels and Resorts (HH&R) is proud to introduce new additions to the corporate level revenue team. Kathleen Cullen, Maresa Thompson and Kristelle Siarza are happy to join Heritage Hotels and Resorts. These award-winning individuals bring years of experience to the hotel industry.

“Heritage Hotels and Resorts is very pleased to add accomplished individuals and seasoned talent to our corporate team,” said Adrian Perez, President of HH&R. “I am confident that their combined efforts will make a significant impact by bringing our prestigious Heritage Hotels and Resorts to the forefront of the hospitality industry.”

The new additions to the HH&R corporate team include:

Kathleen Cullen, Corporate Director of Revenue Strategies – Cullen brings over 18 years of experience to HH&R. Starting in 1991, Cullen held many management positions in front desk, reservations, and revenue management. In 1995, she moved to the corporate office of the Swissôtel Management Company, operating 23 hotels as Swissôtel Hotels & Resorts. In 2002, Cullen was promoted to Vice President of Revenue & Distribution for Raffles International, a Singapore-based hotel company owning and managing 33 hotels and resorts across the globe. In 2006, she started her own consulting business focusing in the areas of revenue management, reservations, distribution, technology conversions and training.

Cullen’s published revenue management work include “Defining Revenue Management: Top Line to Bottom Line”, currently part of the required curriculum at Cornell University’s revenue management program. Published in 2010, “The Evolving Dynamics of Revenue Management: A Comprehensive Revenue Optimization Road Map for Hotel Owners, Operators and Practitioners” is now the required textbook for New York University’s revenue management program.

Cullen is currently a board member of the Hospitality Sales and Marketing Association International’s Revenue Management Special Interest Group.

Maresa Thompson, Senior Manager of Interactive Marketing – Thompson has promoted Albuquerque to the world via new and traditional media for more than 13 years. She recently worked at the Albuquerque Convention and Visitors Bureau serving as Interactive and Design Manager. Her former position included creative direction, video producing/editing, graphic design, web development, project management, copywriting, and production management.

The ACVB won several awards for work Thompson contributed to, including the Hospitality Sales and Marketing Association International’s 2009 Best in Show Adrian Award in Web Marketing, for the ACVB Holiday Video called “Life of a Brown Paper Bag.” Also in 2009, ACVB won the Internet Advertising Competition’s Outstanding Website for the “ABQ Experts” and the 2007 Standard of Excellence WebAward and Gold MarCom Award for the AVCB’s flagship site, ItsaTrip.org. Thompson has also won several local awards within the local advertising and public relations associations.

Thompson is the current 2010-2011 President of the American Advertising Federation of New Mexico (formally the New Mexico Advertising Federation).

Kristelle Siarza, Marketing Coordinator – Siarza is a young professional whose marketing experience includes social media, project management, event planning, sales, and internet marketing. While previously working at the Greater Albuquerque Chamber of Commerce as the Director of Event Planning and Advertising, Siarza executed many Internet communication initiatives. Also working at the Albuquerque Journal and Freedom Communications (The Clovis News Journal), she combined her new media skills with sales and revenue generation.

Siarza is involved in many civic and cultural organizations in town. She serves on the board of the Kiwanis Club of Albuquerque and Filipino American Foundation of New Mexico, and is a member of the Zeta Tau Alpha – Albuquerque Alumnae Association and YPA of Albuquerque.

ABOUT HERITAGE HOTELS & RESORTS

[Heritage Hotels & Resorts](#) is a group of culturally designed hotels in the southwest United States. Through their architecture, design, landscaping, cuisine, art and music, Heritage Hotels & Resorts provides guests with a very rich, authentic, cultural experience. [Hotel Albuquerque at Old Town](#) and [Nativo Lodge](#) are located in Albuquerque, NM, [Hotel St. Francis](#), [The Lodge at Santa Fe](#), and [Hotel Plaza Real](#) are located in Santa Fe, NM, [Hotel Encanto](#) is located in Las Cruces, NM and the golf resort, [Esplendor Resort](#) is located in Rio Rico, AZ. All Heritage Hotels and Resorts offer ideal accommodations for business, leisure, family, senior travel and guests with pets. You can find Heritage on Twitter at [@HeritageHtls](#) or on Facebook at [Facebook.com/HeritageHotelsandResorts](#)

Headshots Attached:
Kathleen Cullen -- "KathleenHHAndR.JPG"
Maresa Thompson – "MaresaHHAndR.JPG"
Kristelle Siarza – "KristelleHHAndR.JPG"

###