

TRAVEL AND HOSPITALITY

Preferred Hotels appoints three new hires in crucial 50th year

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Preferred Hotels & Resorts celebrates its 50th anniversary this year. Image credit: Preferred Hotels & Resorts

By STAFF REPORTS

Luxury hotel group Preferred Hotels & Resorts is shaking up its leadership structure with the appointment of three new women to executive roles ahead of the company's 50-year anniversary.

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Michelle Woodley has been promoted to president, Kristie Goshow has been named chief marketing officer and Caroline Michaud has been promoted to executive vice president of corporate communications and public relations. The appointments come at a pivotal time for the company as it seeks to establish itself further in the world of independent luxury hotels.

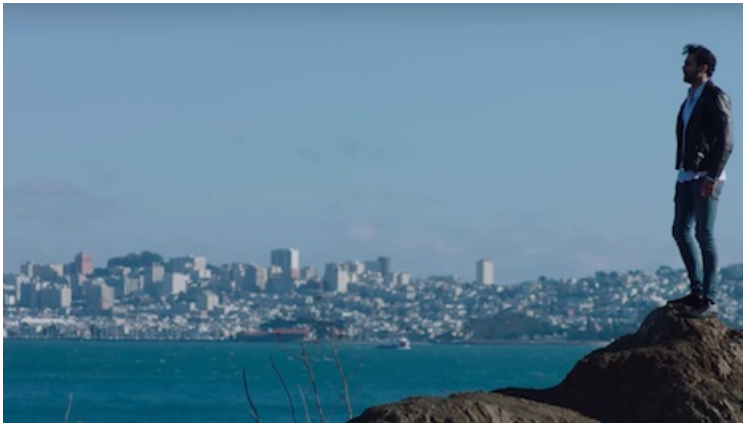
"With a goal of positioning Preferred Hotels & Resorts as the world's most recognized independent hotel brand globally, we have made the strategic decision to harness the skill set of experts in key functional areas outside of our family, which will allow us to augment our existing strengths and better position our company on a global scale," said Lindsey Ueberroth, CEO of Preferred Hotels & Resorts, New York, in a statement. "I am very proud to have three dynamic, talented women take over vital leadership roles within the company."

Critical year

Preferred Hotels' three new appointments are a testament to the changing tide of luxury with more women taking up prominent roles in the top levels of luxury companies.

The hires also herald an important year for the company as it celebrates its 50th birthday.

Preferred Hotel Group is celebrating its 50th anniversary with a year-long campaign designed to draw attention to some of its independent properties.



The three women are all internal hires. Image credit: Preferred Hotels & Resorts

Preferred Hotel Group's "Golden Anniversary" campaign includes a series of videos, images and a plethora of incentives to get customers interested in the many hotels that the hospitality network represents. Through its year-long effort, Preferred Hotels is banking on this milestone as an entry point for new customers to begin using its referral service ([see story](#)).

The appointments are stated by Preferred Hotels to have the goal of driving both innovation and growth for the company, continuing its recent trend of bringing innovative new ideas into its fold.

For example, last year the group debuted its first ever mobile app as a way of trying to engage with more consumers digitally.

The app puts the company's digital loyalty program, iPrefer, into a simple mobile package. This development was a response to a growing desire among travelers to manage both their loyalty programs and travel information through their mobile devices ([see story](#)).

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