

MARKETING

HL Group taps publishing exec as president, CMO

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HL Group worked with Four Seasons to promote its NetJets partnership. Image credit: Four Seasons Hotels and Resorts.

By STAFF REPORTS

Communications and marketing firm HL Group has named Steven DeLuca as its president and chief marketing officer.

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Mr. DeLuca was most recently the senior vice president and publishing director for *Departures*, Departures.com, *Departures Home+Design* and *Centurion*. HL Group, which represents luxury clients including David Yurman and Four Seasons, is looking to Mr. DeLuca to lead its positioning and growth strategy.

Publishing background

At Departures, Mr. DeLuca helped the brand achieve record revenues in 2016. In addition to his latest role, the publishing executive has worked for titles including *Vanity Fair*, *Rolling Stone*, *Travel+Leisure*, *InStyle*, *Details*, *Conde Nast Traveler* and *Maxim*.

Mr. DeLuca is also a senior advisor for startups Shoplatitude.com and Mic.com, as well as serving on the boards of the Luxury Education Foundation and the Fresh Air Fund.

HL Group is looking to his experience in luxury to help oversee new business and help drive the firm's growth.

"We are so pleased to welcome Steven to the HL family at such a dynamic time in our firm's history, as our talented team continues to push us forward," said Lynn Tesoro, cofounder and CEO of HL Group, in a statement. "With his many years of media management and marketing expertise, coupled with his deep roots in the travel, luxury and hospitality space, I am confident that Steve will bring new thinking to HL and serve as a driving force behind our future growth."



Steven DeLuca has been named president and chief marketing officer at HL Group. Image courtesy of HL Group

HL Group has recently won awards for campaigns including the launch of size-inclusive designer site 11 Honor and its work promoting Four Seasons' partnership with NetJets.

"I have long admired the work of HL Group and am thrilled to be joining an organization with such a strong reputation for having its finger on the pulse of consumer trends and creating award winning marketing and communications strategies," Mr. DeLuca said in a statement. "I am looking forward to working with Lynn and the experts at HL in helping our clients exceed their goals and move their businesses forward."

As content becomes an increasingly important aspect of the luxury marketing strategy, other companies have also tapped editorial talents.

For instance, real estate broker Douglas Elliman looked to gain better traction with its marketing through a new hire.

Samantha Yanks, a marketing expert with experience of over 18 years in luxury real estate, fashion and lifestyle content, will be joining the firm as chief marketing officer, overseeing its branding, digital marketing and positioning. She comes to Douglas Elliman from Modern Luxury, where she was most recently editor in chief of the magazines *Gotham* and *Hamptons* ([see story](#)).