

# Marriott's new super sales and marketing leadership team for Middle East and Africa

On the heels of the successful mega merger between Marriott International and Starwood Hotels and Resorts, Marriott International has announced the expansion and strengthening of its sales and marketing leadership team for Middle East and Africa. The new Brand, Marketing, Sales and Consumer Services (BMSC) Leadership Team, will bring highly experienced professionals, exceptional talent and expertise from both companies together in order to support its enhanced footprint and aggressive growth plans in the region.



Marriott International's new dynamic sales and marketing leadership team

Led by seasoned Marriott International veteran, Neal Jones, chief sales and marketing officer, Middle East and Africa, Marriott International, the team will provide dedicated support to the company's thriving regional portfolio and will be responsible for driving top line revenue for Marriott International brands, ensuring the regional sales and marketing strategy is aligned with the company's vision and priorities.

With a current portfolio of over 240 hotels with 54,000 rooms in 30 countries, Marriott International is working towards targeting a projected growth of 150,000 rooms operational and pipeline in 38 countries by 2022 across Middle East and Africa.

Jones said: "I am confident that with this, we have the right structure and talent in place to accelerate our lead in the market, drive further innovation and strengthen the positioning of our brands while keeping our loyal and new guests at the centre of everything we do, steering us into the next phase of our growth and success," he added.

## The team

Marriott's BMSC leadership team for Middle East and Africa has been formed with the following seasoned hospitality professionals currently on board and a vice president luxury brands soon to be announced.

**Paul Dagleish, vice president of sales and distribution** will be responsible for property, market and area sales organisations as well as the global sales organisation, whilst leading the Middle East and Africa distribution strategy. Previously vice president of sales for Marriott International, Dagleish has played a key role in the rapid expansion of the Middle East and Africa region, deploying new and innovative sales strategies, whilst ensuring talent development lives as a discipline priority.

**Sarah Allen, vice president of revenue strategy and analysis** will be responsible for property, market and area revenue management, remote revenue management solutions and revenue management analysis. Formerly vice president of revenue management, Marriott International Middle East and Africa, Allen is a Marriott International veteran and has played a key role in moving hotels onto Marriott's Revenue Management platforms implementing processes as well as setting up shared services across the markets to drive synergies. She was also the business leader for the integration of Protea Hotels which was acquired by Marriott International in 2014.

**Jitendra Jain, vice president of digital, loyalty and portfolio marketing** will be responsible for the company's award-winning loyalty programmes, partnerships, cross-brand marketing of Marriott International's regional portfolio and will lead all digital marketing, platforms and products. A Starwood veteran, Jain previously led the marketing function for the former Starwood portfolio in the Middle East, where he spearheaded the transformation of marketing processes, talent and culture, cultivating a data-driven and forward-looking mindset leveraging digital, brands and loyalty.

**Sandra Schulze-Potgieter, vice president of premium and select brands** will be responsible for brand marketing and management for Marriott International's compelling portfolio of premium and select brands and will oversee restaurants and bars marketing as well as area field marketing. Schulze-Potgieter was previously senior director, brand marketing and e-commerce for Marriott International Middle East and Africa, managing field marketing, brand marketing, public relations, partnerships, social media, digital as well as loyalty. She was instrumental in positioning Marriott International's lead in brand marketing in the region.

**Sarah Walker Kerr, vice president of communications Middle East and Africa** will be responsible for devising and implementing the overall communications strategy for Marriott International in the region, driving visibility, enhancing the perception of the company and its brands and increasing its share of voice in the media. She will provide strategic counsel to the senior executive leadership team, managing internal and external communications, crisis communications and reputation management as well as brand communications. A seasoned communications specialist, Kerr was previously regional director of public relations Middle East, Africa, India and Japan for The Ritz-Carlton Hotel Company.

**Raheel Baggia, senior director, BMSC planning and services** will be responsible for integration and change management, programme execution and training. Prior to this, Baggia served as director, BMSC Consulting-Middle East and Africa. Since joining Marriott in 2013, Baggia has been working on strategic continent projects both in his previous role supporting BMSC-Middle East and Africa as well as in Europe where he was part of the global operations team.