



**FOR IMMEDIATE RELEASE:**

**McKibbon Hospitality Celebrates Promotion & Appointments to Corporate Revenue Generation Team**

**Tampa, FL (April 20, 2022)** – [McKibbon Hospitality](#), an award-winning leader in hotel management, is pleased to announce the promotion and appointment of four key leaders to its corporate team, responsible for driving revenue generation and supporting the company’s growing portfolio of hotels across eCommerce, Sales & Marketing, and Revenue Management disciplines.

“We pride ourselves on the depth of knowledge and experience our corporate team members bring to McKibbon and the hospitality industry as a whole, and these four talented individuals are no exception,” said Lynn Prater, McKibbon Hospitality senior vice president of Sales & Marketing. “We congratulate them on their new roles and are confident that their proven track records of success and their positions as industry leaders will serve as a tremendous resource and benefit for our company and associates.”

**Ben Golson** has been promoted to Vice President of Digital Marketing and eCommerce, spearheading eCommerce, digital marketing and revenue generation strategy and implementation across McKibbon’s portfolio of nearly 100 hotels and 11 short-term rental properties. Golson joined McKibbon in 2012 as an SEO analyst before his promotion to Director of eCommerce in 2014. In addition to having served on the now-disbanded Marriott Digital Franchise Committee and Hyatt Digital Advisory Committee, Golson was selected for the 2021 Phocuswright Young Leaders Summit. He holds a B.S. in Business Administration with a concentration in Marketing from the University of South Florida.

**Heather Brinson** has joined McKibbon as Regional Director of Sales & Marketing, leading strategic sales and marketing tactics for upwards of 20 hotel properties. Most recently, Brinson served as Regional Director of Sales for Humanist Hospitality Group where she led revenue attainment, incremental revenue growth and lead generation efforts for a portfolio of 17 hotels, including Hilton, Hyatt and Marriott brands. Prior to her time with Humanist, Brinson served as Director of Sales with Hotel Equities where she was awarded Sales Leader of the Quarter in 2010. In addition to her thorough sales and marketing experience, Brinson is a licensed real estate agent. She earned her B.S. in Hotel Management from the University of Alabama – Tuscaloosa.

**Rebecca Fernandez** has joined McKibbon as Regional Revenue Manager. In her new role, Fernandez will be working alongside McKibbon’s growing team of in-house revenue managers to optimize revenue across a portfolio of hotels, researching market conditions and implementing strategic hotel rates and packages. She most recently served as Regional Revenue Manager for Hotel Equities, supporting a portfolio of 11 properties across Marriott, Hilton, and IHG brands. Prior to her time with Hotel Equities, Rebecca served as Revenue Generation Analyst with Witness Group and Revenue Manager Assistant with General Hotels

Corporation, preceded by on-property sales roles. She earned her B.S. in Hospitality & Food Management from Ball State University.

**Gianna Esparza** has joined McKibbon as eCommerce Marketing Manager, responsible for supporting eCommerce and digital marketing efforts for portfolio of McKibbon-managed properties. Esparza joins McKibbon from Hotel Paso del Norte, where she served as Digital Marketing & Analytics Manager, driving comprehensive marketing strategies for the hotel, the hotel spa, and its food & beverage outlets including social media management, influencer marketing, advertising, search engine optimization, and more. A well-rounded marketer, Esparza also spent five years as a Special Event Coordinator for Rave Marketing & Events, helping successfully execute large-scale events through effective relationship building, budgeting and organization. She earned her B.A. in Organizational and Corporate Communications from The University of Texas at El Paso and her M.S. in Digital Marketing & Analytics from St. Edward's University.

Since 2020, McKibbon has added 34 new properties to its portfolio, currently boasting 98 total properties across the southeast with additional new-build projects and management agreements on the horizon. In addition to its impressive portfolio growth, the family-owned-and-operated hospitality company has steadily built back its valued workforce, surpassing pre-pandemic numbers with more than 2,500 associates and growing.

To learn more about McKibbon Hospitality, please visit [www.mckibbon.com](http://www.mckibbon.com).

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#### **About McKibbon Hospitality**

Headquartered in Tampa, FL, McKibbon Hospitality creates memorable hospitality experiences that inspire brand and property loyalty. It's how we've grown into one of the largest (and most awarded) hotel management companies in the country. We operate dozens of hotels for Marriott, Hilton, Hyatt, IHG, and other iconic hospitality brands. Our legacy is built on a foundation of integrity, anchored in how we value our guests, treat our associates and partners, and give back to our communities. Visit [McKibbon.com](http://McKibbon.com) to learn more.