

CANYON RANCH.

NEW CHIEF MARKETING OFFICER FOR CANYON RANCH



Canyon Ranch, the leading name in wellness for nearly 40 years, recently announced the appointment of luxury hospitality specialist Kathleen Shea as Chief Marketing Officer. Effective immediately, Shea joins other Canyon Ranch executives with offices in Fort Worth, Texas, in addition to extensive travel to the various Canyon Ranch locations.

During Shea's distinguished 25 year career she's made history for successfully introducing international brands to the US luxury hotel market. As Vice President of Sales and Marketing at Mandarin Oriental, Four Seasons and Taj Hotels Resorts & Palaces, she has been recognized for spearheading innovative, multifaceted programs resulting in significant business growth. Highlights include the pre-opening and launch of six Mandarin Oriental properties in The Americas; the development of new sales offices in 15 locations; and the creation of Taj Royal Attaché at The Pierre, which led to a Special Marketing Achievement award.

Shea's experience growing brand portfolios, fostering award winning teams and developing integrated sales, marketing and PR campaigns will be invaluable to Canyon Ranch as the brand expands to new audiences. Sales, marketing, communications and social media efforts for the Forbes Four-Star SpaClub® facilities in Las Vegas, the flagship resort in Tucson, Arizona and historic resort in Lenox, Massachusetts fall under her direction – as will initiatives for the newly expanded Canyon Ranch SpaClub® at Sea division, now boasting 20 ships. "I am eager to help take Canyon Ranch to the next level," says Shea. "And I'm extremely excited to partner with the committed and talented Canyon Ranch team in designing the brand's next generation."