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**Photo available upon request*

Hilton Sandestin Beach Golf Resort & Spa Appoints New Vice President of Sales and Marketing

DESTIN, Fla. (May 13, 2013) – Hilton Sandestin Beach Golf Resort & Spa, the largest full-service beachfront resort on Northwest Florida’s Gulf Coast, has announced the appointment of **Richard Ross** as the resort’s new vice president of sales and marketing. Ross’ responsibilities include shaping and executing all sales and marketing strategies for group and leisure markets; developing new programs to maximize opportunities and exceed revenue goals; management of the public relations and advertising initiatives of the resort and overseeing the performance management, coaching, recruiting and selection of the sales team.

“With his experience and passion for the job, Richard will make an excellent addition to our executive team,” said Gary Brielmayer, Hilton Sandestin Beach general manager. “He’s been a part of the Hilton family for many years and exemplifies the commitment to outstanding service and hospitality for which the Hilton brand is known.”

With 20 years of leadership success in hospitality and tourism, Ross has amassed numerous industry achievements. Most recently he was vice president and director of sales and marketing for Remington Hotels, based at Hilton Fort Worth, where he was nominated for Sales Leader of the Year, 2010, 2011 and 2012. Ross’ hospitality career includes various positions at Hilton, including complex director of sales and marketing at Buffalo Thunder Resort, where he was instrumental in opening the resort three months ahead of schedule and under budget.

For more information about Hilton Sandestin Beach Golf Resort & Spa, visit HiltonSandestinBeach.com or call 850-267-9500.

-Hilton Sandestin Beach-

About Hilton Sandestin Beach Golf Resort & Spa

Hilton Sandestin Beach Golf Resort & Spa is located on the sugar-white sands and emerald-green waters of Northwest Florida’s Gulf Coast in Destin, Fla. Aside from its stunning location, Northwest Florida’s largest full-service beachfront resort hotel boasts 598 spacious accommodations, more than 32,000 square feet of award-winning meeting space, a world-class spa and fitness center, six on-site dining venues – including a AAA Four-Diamond restaurant – abundant resort recreation options, access to championship golf courses, and close proximity to the area’s best attractions. For more information on Destin’s premier hotel, visit HiltonSandestinBeach.com, or stay up-to-date with its [Facebook](#), [Twitter](#) or [YouTube](#).