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PRESS RELEASE

Radisson Hotel Group Appoints Catherine Higgins Whiteside as Vice President of Marketing for the Americas

Radisson Hotel Group today announced the appointment of Catherine Higgins Whiteside as Vice President of Marketing in the Americas. In this role, Higgins Whiteside will be responsible for the creation and execution of strategic marketing programs that build consumer awareness, deliver exceptional experiences and ultimately drive loyalty of Radisson Hotel Group brands throughout the U.S., Canada, Mexico and Latin America. She will lead the Creative Services, Brand Marketing, Digital Marketing, Field Marketing and Social Media teams.

“The addition of a strong leader like Catherine will have a large impact on the exciting future of Radisson Hotel Group,” said Ken Greene, President, Americas, Radisson Hotel Group. “Her expertise will play a critical role in our 5-year operating plan by driving brand awareness through strategic marketing initiatives that move the business forward in our efforts to become one of the top three hotel companies in the world.”

Prior to joining Radisson Hotel Group, Higgins Whiteside served as Chief Marketing and Communications Officer at Anchor Bank. During this time, she built a high-performing team and was responsible for all aspects of marketing, including brand management, digital experience, corporate communications and program implementation efforts. She led efforts to develop a client-experience road map and establish optimal pricing and cost savings that contributed to overall revenue growth for the company. Before Anchor Bank, Higgins Whiteside spent 10 years as Vice President of Marketing at Wells Fargo Bank where she developed, managed and executed marketing strategies for a \$27 billion division of the bank with operations in the U.S. and Canada.

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group™ is one of the world's largest hotel groups with eight distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel.

Radisson Rewards™ is a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offer exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.



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Radisson Meetings place people at the heart of the process and treat every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, whilst delivering on the brilliant basics and our signature Yes I Can! service spirit.

More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

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MEDIA CONTACT:

Laura Langemo, Radisson Hotel Group | +1 (763) 212-0419 | laura.langemo@radissonhotels.com



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