



**GRANDE LAKES  
ORLANDO**

*What Inspires You?™*



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FOR IMMEDIATE RELEASE

**JOE SERNA APPOINTED DIRECTOR OF SALES AND  
MARKETING, GRANDE LAKES ORLANDO**

**Orlando, Fla. – JUNE 29, 2017** – Joe Serna III has been appointed Director of Sales & Marketing for Grande Lakes Orlando. In this position, he will lead the sales, marketing and communications initiatives for this 500-acre luxury estate that includes a 582-room Ritz-Carlton, a 1,000-room JW Marriott, a 40,000-square-foot Ritz-Carlton Spa, and an 18-hole Greg Norman designed championship golf course.

Serna has been with Marriott International for almost 20 years, five of those with Grande Lakes starting as a Senior Account Executive and moving up to Associate Director of Sales. He returns to Grande Lakes after seven years with JW Marriott Phoenix Desert Ridge Resort & Spa where he most recently held the position of Director of Sales & Marketing overseeing sales and marketing initiatives for the sprawling 950-room resort destination featuring a myriad of activities and amenities including a Spa, Golf, and several dining venues. Serna's previous experience with Marriott includes sales positions with properties in San Francisco, Washington D.C. and Austin.

During his tenure with Marriott, Serna has received numerous accolades and achievements for his outstanding service and contributions to the brand.

“We are delighted to welcome Joe back to Grande Lakes Orlando,” said Jim Burns, Vice President and Managing Director, Grande Lakes Orlando. “His sales and marketing leadership and industry experience will be instrumental in the continued success of Orlando’s luxury leader.”

Serna is a graduate of the University of Texas at Austin and holds a Bachelor of Business Administration Degree in Marketing.

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**About Grande Lakes Orlando**

The 500-acre Grande Lakes Orlando estate features a 582-room Ritz-Carlton and 1,000-room JW Marriott hotel situated at the headwaters of the Florida Everglades. Guests at both hotels can enjoy all the facilities and services at Grande Lakes Orlando, including an 18-hole Greg Norman-designed championship golf course and the 40,000-square-foot Ritz-Carlton Spa as well

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as three pools including the winding lazy river at JW Marriott. Dining options feature the culinary mastery of award-winning chefs Norman Van Aken with Norman's at The Ritz-Carlton and Melissa Kelly with PRIMO at JW Marriott, a leader in the city's farm-to-fork movement. The resort's renowned culinary program is further showcased at The Kitchen at JW Marriott Orlando and Highball & Harvest at The Ritz-Carlton Orlando, as well as The Brewery, an on-property nano-brewery and Chef's Table. Furthering this farm-to-fork commitment are the on-site apiaries and 18,000-square-foot Whisper Creek Farm.

On-property activities include Grande Lakes Adventures Experiences offering kayaking, eco-tours on Shingle Creek, and a fishing school. Conference and meeting attendees have their pick of a selection of meeting space options located across 150,000 square feet that connects the two properties plus more than 100,000 square feet of outdoor space.

Grande Lakes is located 15 minutes from the Orlando International Airport, five minutes from the Orange County Convention Center and minutes from the major theme parks. For more information about Grande Lakes Orlando, visit [www.grandelakes.com](http://www.grandelakes.com). Follow Grande Lakes Orlando on Twitter at @RC\_Orlando and @JW\_Orlando.

### **About JW Marriott Hotels & Resorts**

JW Marriott is part of Marriott International's luxury portfolio and consists of beautiful properties in gateway cities and distinctive resort locations around the world. These elegant hotels cater to today's sophisticated, self-assured travelers, offering them the quiet luxury they seek in a warmly authentic, relaxed atmosphere lacking in pretense. JW Marriott properties artfully provide highly crafted, anticipatory experiences that are reflective of their locale so that their guests have the time to focus on what is most important to them. Currently, there are 73 JW Marriott hotels in 28 countries; by 2020 the portfolio is expected to encompass more than 100 properties in over 30 countries. Visit us [online](#), on [Instagram](#), [Twitter](#) and [Facebook](#) and #experiencejwm

### **About The Ritz-Carlton Hotel Company, LLC**

The Ritz-Carlton Hotel Company, L.L.C., of Chevy Chase, Md., currently operates more than 90 hotels in the Americas, Europe, Asia, the Middle East, Africa, and the Caribbean. More than 30 hotel and residential projects are under development around the globe. For more information or reservations, visit the company web site at [www.ritzcarlton.com](http://www.ritzcarlton.com), for the latest company updates, visit [news.ritzcarlton.com](http://news.ritzcarlton.com) and join the live conversation, #RCMemories. The Ritz-Carlton Hotel Company, L.L.C. is a wholly-owned subsidiary of Marriott International, Inc. (NASDAQ:MAR).

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