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Leslie Johnson Paloma Resorts Appoints New VP of Sales & Mktg

August 15, 2016

Midwest-focused golf and hospitality management firm Paloma Resort Properties, Lake Geneva, has named Leslie Johnson as its new Vice President of Sales and Marketing.

Johnson brings nearly 20 years' industry experience to this vital role directing sales and marketing strategies for the Paloma's growing portfolio, which currently includes the award-winning Geneva National Resort and Golf Club, Hunt Club Steakhouse, The Ridge Hotel, Crafted Americana restaurant and The Cove of Lake Geneva – all of which are located in Lake Geneva, WI.

Prior to Paloma, Johnson served nearly 10 years with Milwaukee-based Marcus Hotels & Resorts, most recently as Director of Sales & Marketing for the Grand Geneva Resort & Spa and Timber Ridge Lodge and Waterpark, also in Lake Geneva. Accomplished in several arenas of hospitality, Johnson also acted as General Manager of Timber Ridge, Director of Room Operations at Grand Geneva Resort and Corporate Director of Restaurant Sales & Promotions for Marcus Restaurants. Highlighting Johnson's leadership, drive and financial results, Marcus Hotels & Resorts recognized Johnson in 2014 with the esteemed Leadership Excellence Award.

"Leslie brings a vast and versatile background to the table, having overseen all revenue, marketing and public relations operations for The Grand Geneva's 1300-acre campus – from rooms and golf to spa and ski," notes Garth L. Chambers, Paloma Resort Properties President. "No doubt her dynamic perspective, particularly in regards to sales and marketing, will greatly enhance the brands in our portfolio, and her expertise in food and beverage dovetails with Paloma's specialties as well."

Before taking on her position with Marcus Restaurants, Johnson accrued nearly five years as Sales and Marketing Manager for The Capital Grille. The Wisconsin native launched her career at Hyatt Hotels & Resorts after earning her degree in Hospitality and Tourism from the University of Wisconsin-Stout.

Education: B.S., Hospitality and Tourism, University of Wisconsin-Stout

Company:

Paloma Resort Properties
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Lake Geneva, Wisconsin 53147

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