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# PRESS RELEASE

## White Lodging Names Brian Burton as Vice President of Revenue Strategy and Optimization.

*In his new role, Burton will oversee sales and revenue strategies for the full service and lifestyle hotels*

**Merrillville, Ind. (March 15, 2016):** Bringing nearly 25 years of hospitality experience, Brian Burton joined White Lodging last month as the Vice President of Revenue Strategy and Optimization for the full service and lifestyle division, responsible for its sales and revenue strategies.

"It's exciting to join such a well-respected and growing organization," Burton said. "White Lodging has always been the pinnacle in which all other management companies aspire to become."

Prior to joining the company, Burton held various sales positions at the New York Marriott Financial Center & World Trade Center, Lincolnshire Marriott Resort, and the Renaissance Chicago North Shore. Most recently, he served as Vice President of Revenue Generation for Marcus Hotels & Resorts. In his previous role, Burton was credited with creating revenue strategies that resulted in four consecutive record-breaking years of growth. He executed the launch of event manager and sales training and developed Marcus' 24-hour Reservations and Customer Care Center.

"Burton is a focused and ambitious leader who excels at driving key business initiatives," said Chris Anderson, Senior Vice President and Chief Revenue Officer. "I'm confident we'll benefit from his analytical and strategic thinking skills."

Burton graduated with a bachelor's degree in communications from Hofstra University in Hempstead, NY. He is a Certified Hospitality Sales Executive, a Certified Revenue Management Executive and a member of the HSMIA Sales Advisory Board.

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**White Lodging Services Corporation** was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company focused on developing and operating premium-branded hotels in growing urban markets across the United States. The company is a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid- to large-scale hotels. Its current portfolio consists of more than 160 hotels in 20 states and encompasses representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, Preferred Hotels & Resorts and InterContinental Hotel Group.

For more information about White Lodging, please visit [www.whitelodging.com](http://www.whitelodging.com), [Facebook.com/whitelodgingservices](https://Facebook.com/whitelodgingservices), [Twitter.com/whitelodging](https://Twitter.com/whitelodging) and [Instagram.com/whitelodging](https://Instagram.com/whitelodging).