



## **Denihan Hospitality appoints Goldrich vice president of marketing**

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New York, NY According to Denihan Hospitality, digital marketing and ecommerce executive Michael Goldrich has been appointed vice president of marketing. Goldrich will report to Garine Ferejian-Mayo, Denihan's senior vice president of market strategy and revenue management.

Goldrich, will be responsible for the development of brand strategy, positioning and digital marketing for all of the company's flagships, including The James, The Surrey, Affinia Hotels and Suites and The Benjamin. He will also oversee brand and field marketing, public relations, advertising, and social media campaigns, and reservations and distribution.

"Throughout his over 20 year career, Michael has proven adept at successfully driving brand awareness and sales through the creation and implementation of innovative marketing campaigns," said Ferejian-Mayo. "We are excited to welcome Michael to our team and believe that our Company will positively benefit from his creativity and experience."

Goldrich said, "I am delighted to be a part of the highly talented senior team at Denihan and I look forward to leveraging my understanding of the dynamics of business and leisure travelers to drive new and repeat sales. I am very excited for the opportunity to work with and promote a portfolio of brands that offer a truly differentiated experience."

Prior to joining Denihan, Goldrich served in a Senior Marketing position for Wyndham Hotel Group and Dolce Hotels & Resorts, which Wyndham acquired in 2015. Earlier in his career, he was a Digital Program Management Director at Starwood Hotels & Resorts Worldwide. He has also held positions with Monster, Natwell Technology Partners, LLC and Accenture. He holds a Bachelor of Arts Degree in Literature from University of Michigan, and a Master of Arts in Business Communications, Science, Management and Policy from Northwestern University.

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