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# PRESS RELEASE

## White Lodging Names Chris Anderson as Senior Vice President and Chief Revenue Officer, Full Service Hotels

*Anderson brings more than 22 years of hospitality experience to the position*

**Merrillville, Ind. (January 23, 2015):** White Lodging is pleased to announce Chris Anderson has been hired as Senior Vice President and Chief Revenue Officer of Full Service Hotels.

"It's exciting to start a new chapter in my career with an industry icon like White Lodging," Anderson said. "This company is known for its standard of excellence and has an exceptional full service portfolio that I'm looking forward to working with and enhancing."

In his new role, Anderson will be responsible for developing and executing the revenue strategy for the full service portfolio, providing strategic and tactical oversight of the sales and revenue management disciplines. He will work closely with the Corporate Directors of Sales and Revenue Management, creating training and tools to hold hotels accountable for their performance, and making key personnel decisions to help the portfolio's talent pipeline. He will also be responsible for aligning the goals and strategies of the sales, revenue management and digital teams.

Anderson comes to White Lodging after seven years with Marcus Hotels & Resorts, most recently serving as Senior Vice President of Sales, Marketing and Brand Development where he was responsible for the creation and implementation of the company's revenue growth strategy. He spearheaded the company's brand development campaigns, re-branding and re-positioning assets to maximize their value. In this role, he also participated in the creation independent hotel brands and restaurants and worked with the company's new properties and large renovations.

Earlier in his career, Anderson spent 15 years with Marriott International, leading sales and marketing departments at large resorts, convention hotels and urban properties such as the Atlanta Marriott Marquis and the Tampa Marriott Waterside Hotel and Marina.

Anderson is active on numerous industry boards, committees and panels, and enjoys speaking at industry events. He has received an Emmy nomination, a Telly Award, a Marcom Award and the Adrian Award for marketing strategies and campaigns. He received a bachelor's degree in political science from the University of Missouri, with minors in economics and marketing. Anderson will publish his first book, titled "I'm Not Buying It," next month.

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The book focuses on technology in the ever changing world of connected consumerism and how to turn skeptical millennials into loyal customers.

“Chris has an incredible background in marketing and revenue generation that we’re ready to tap into,” said Keith Daub, Chief Operating Officer for the company’s full service portfolio.

**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 162 hotels in 21 states and encompasses representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, Preferred Hotel Group and InterContinental Hotel Group.

For more information about White Lodging, please visit [www.whitelodging.com](http://www.whitelodging.com).