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Destination Marketing Organization of the Future Builds Marketing Dream Team to Propel the Newport Beach Brand on a Global Scale

NEWPORT BEACH, Calif. (April 12, 2016) – [Newport Beach & Company](#) restructures and builds a new [Marketing Team](#) by adding eight new team members and stealing talent nationwide from the East Coast all the way to the West Coast. In total, the destination marketing organization for Newport Beach, Calif. employs and contracts with 32 marketing, sales and administration professionals with 20 total members on its new Marketing Team.

This new dream team started with the hire of Doug McClain in December 2014 as the company's new Senior Vice President & Chief Marketing Officer. He previously held similar positions in Florida, Kansas City and Chicago. Since then, McClain has hired seven new team members and restructured with three senior directors: Mark Rudyk, Senior Director of Digital Marketing & New Media; Jenny Wedge, Senior Director of Media Relations & Brand Management; and Katy Dennis, Senior Director of Marketing & Strategic Partnerships.

More than half of the team had been with the company at least five years, and those extremely talented team members received new job duties, positions and responsibilities in the growing company. The new team members came from such great companies as The Walt Disney Company; John Wayne Airport, Orange County; Firebrand Media; OC Films and Visit Tampa Bay.

Newport Beach & Company is unlike any other destination marketing organization in the world in that it markets, promotes and sells the aspirational Newport Beach lifestyle



across six unique business units that span all aspects of the destination from economic development to tourism; from the restaurant association to an entire events business unit; and from film and digital production to the city's television station and first-ever television studio.

"Taking such a strong destination brand and unifying and spreading that brand's unique value proposition and positioning across an entire community makes Newport Beach & Company not only the destination marketing organization of the future but also a stronger and more powerful brand," said Newport Beach & Company President & CEO Gary Sherwin. "By combining this company's unique structure with six self-funded, self-sufficient business units along with this amazing new Marketing Team, I know we're going to change the way destinations market themselves."

Michelle Donahue, senior vice president of Group Sales leads the meetings sales and services side of the company. Under Sherwin and Donahue's leadership, the Group Sales team has increased meetings hotel room nights from 9,401 definite hotel room nights booked in 2006 to well on its way in 2016 to surpassing its largest room-night goal in the history of the organization of 82,000 hotel room nights.

Attachments/Links:

- [Who we are – Newport Beach & Company photos and biographies](#)
- [Newport Beach & Company representatives in the U.K., Andy Theodorou, Chairman of the Board, Gary Sherwin, CEO and Doug McClain, Chief Marketing Officer in Piccadilly Circus in London](#)
- [Visit Newport Beach U.K. Holiday Video](#)
- [Newport Beach & Company supports six Business Units](#)

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About Newport Beach & Company

Founded in January 2013, [Newport Beach & Company](#) is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport



Beach, Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. For more information, please go to VisitNewportBeach.com.

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