

Viceroy New York Appoints Michael Bridges As Director Of Sales And Marketing

Written by Australian Business

NEW YORK, Sept. 12, 2013 /PRNewswire/ -- Viceroy Hotel Group is pleased to announce Michael Bridges as Director of Sales and Marketing of the brand new property Viceroy New York, slated to open October 9th on the iconic West 57th Street. Mr. Bridges, who has years of experience marketing successful luxury hotel openings across the country, began his position in April 2013 and is responsible for overseeing the sales and marketing efforts of the 29-story hotel.

In his role as Director of Sales and Marketing, Mr. Bridges leads a team of six in Viceroy New York's sales and marketing efforts. In addition to creating and overseeing sales initiatives, Mr. Bridges also serves as a liaison with the public relations team to develop special campaigns introducing the hotel to key markets.

Mr. Bridges was most recently the Director of Sales and Marketing at Morgans Hotel Group's Mondrian SoHo. He has previously held similar roles at Thompson Hotels' Smyth Tribeca and Gild Hall on Wall Street, as well as The Ritz-Carlton Dallas. Mr. Bridges began his career at The Ritz-Carlton New York in Battery Park.

"We are delighted to bring Michael onto the Viceroy New York team. With his track record of ultra-successful NYC hotel openings, he is justifiably regarded as the leading modern luxury Director of Sales & Marketing in the destination. Michael is highly valued by his colleagues and clients alike, and will have a phenomenal career with our company," said Bill Walshe, CEO of Viceroy Hotel Group.

A graduate of Stephen F. Austin State University, Mr. Bridges holds a BS in Sociology. He currently lives in New York City.

Viceroy New York Appoints Michael Bridges As Director Of Sales And Marketing

Written by Australian Business

About Viceroy New York Representing the next generation of New York luxury hospitality, Viceroy New York is Viceroy Hotel Group's first branded property in Manhattan

. Uniting some of the most prestigious names in development, architecture, design, nightlife and cuisine, the 29-story hotel sits on the iconic West 57th Street – a central thoroughfare in Midtown combining business and pleasure for both locals and visitors. Viceroy New York

was designed by powerhouse firm Roman and Williams, and articulates a vision of downtown allure without compromising on uptown sophistication. The hotel boasts a striking double-height lobby, bespoke interiors, sweeping public spaces and top-of-the-line amenities in 240 luxury guestrooms. On the hotel's ground floor, revelers can visit Kingside, a bar and restaurant featuring Gerber Group's renowned bar program alongside Chef Marc Murphy's

interpretation of New American Cooking, as well as expansive global wine offerings, regionally brewed craft beers and small-batch spirits. Later this year, Gerber Group will also debut a rooftop lounge and outdoor deck with awe-inspiring views of Central Park, a rotating selection of innovative cocktails that highlight market fresh ingredients and small plates from Kingside. For more information and to make a reservation, contact 212-830-8005 or visit

<http://www.viceroyhotelsandresorts.com/newyork>

About Viceroy Hotel Group [Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi

,
Anguilla

,
Beverly Hills

,
Maldives

,
Miami

,
New York

,
Palm Springs

, Riviera Maya,
San Francisco

,
Santa Monica

, Snowmass,

Viceroy New York Appoints Michael Bridges As Director Of Sales And Marketing

Written by Australian Business

St. Lucia
and Zihuatanejo with forthcoming openings in
Istanbul

,
Dubai
and Bodrum,
Turkey
.

Press Contact:

LFB Media Group

Sarah Uibel

646-455-0042

sarah@lfbmediagroup

SOURCE Viceroy New York

RELATED LINKS <http://www.viceroyhotelgroup.com>