



KERRY MITRUSKA
Director of Sales & Marketing

Kerry joined the Hilton Daytona Beach Oceanfront Resort team in 2017, bringing more than 30 years of diverse hospitality industry experience to his position.

As Director of Sales & Marketing, Kerry focuses on driving brand growth and applying his extensive experience in the high-end resort category to enhance sales programs and marketing strategies.

Kerry guides efforts to continue elevating Hilton Daytona Beach Oceanfront Resort as a premier destination for groups and leisure travelers following the resort's extensive \$25 million renovation project completed in 2017.

Background and Experience

A career hospitality industry sales and marketing professional, Kerry's experience spans domestic, Caribbean and international markets, having held positions at high end destination resorts, multiple hotel management companies and city hotels.

Prior to joining Hilton Daytona Beach Oceanfront Resort, Kerry served as director of sales and marketing at Saddlebrook Resort in Tampa, Fla. for four years. At Saddlebrook, he led a large sales and catering team, as well as managed marketing, digital and public relations efforts for the 800-room resort, which has more than 90,000 square feet of indoor and outdoor event space.

Additionally, Kerry has held sales and marketing leadership positions with the Plaza Resort & Spa in Daytona Beach and numerous 4 Diamond hotel properties, including iconic resorts such as Naples Grande Beach Resort and Boca Raton Resort & Club.

Kerry has in-depth luxury resort experience that includes positions with Ritz-Carlton properties in Australia and Naples, Fla. and with Four Seasons in Bangkok and Chiang Mai, Thailand. He also has hotel management company experience, including positions with LXR Resorts, Interstate Hotels and Coral Hospitality.

A graduate of Johnson & Wales University in Rhode Island, Kerry received his bachelor's degree in hospitality management and associate of science in recreation and leisure management.