

SAN JOSE CVB APPOINTS DAVID JONES VICE PRESIDENT OF MARKETING

San Jose, Calif.- July 09, 2002 - David Jones, a hospitality industry sales and marketing veteran, recently was appointed Vice President of Marketing by the San Jose Convention & Visitors Bureau (SJCVB).

Jones will oversee the Bureau's three marketing departments - Marketing Services & Support, Marketing Communications & Public Relations and Partnership Marketing.

"We are excited to have David at the helm as we enter the next fiscal year. His depth of marketing knowledge will enhance our organization's ability to penetrate targeted markets more effectively," said Dan Fenton, President and CEO of the San Jose CVB.

Jones' hospitality industry experience includes heading the sales organization of Shangri-La International Hotels and Resorts where he oversaw the sales activities of the group's hotel properties and worldwide sales offices while based in Hong Kong. He also opened the Fess Parker's Red Lion Resort in Santa Barbara, CA as Director of Sales and Marketing. Additionally, he held senior level sales and marketing positions with Marriott Hotels and Resorts, as well as sales positions with convention and visitors bureaus in Phoenix, AZ and Grand Rapids, MI.

Most recently, Jones taught hospitality marketing and sales courses as an Assistant Professor at the University of Nevada Las Vegas Harrah College of Hotel Administration. He has also maintained his own sales and marketing consulting and training business, Emphasis-Hotels, for the past ten years.

He is affiliated with the American Marketing Association (AMA), Professional Convention Management Association (PCMA), Hospitality Sales & Marketing Association International (HSMIA) and Direct Marketing Educational Foundation (DMEF).

Jones holds a Ph.D. in Hospitality and Tourism Management from Virginia Tech and an MBA and B.S. from Michigan State University. He will join the SJCVB July 22.

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