

**AUBERGE RESORTS COLLECTION NAMES CAROLINE MACDONALD  
CHIEF MARKETING OFFICER**

MILL VALLEY, CALIF. (July 7, 2014) – [Auberge Resorts Collection](#), owner and operator of boutique [luxury hotels](#), residences and clubs across North America, has appointed Caroline MacDonald Chief Marketing Officer. In this new role, she will focus on the Auberge and VieVage brand expansion into new markets and growing the national sales team as Auberge increases market penetration in key domestic and international regions. MacDonald will report directly to Chief Executive Officer Craig Reid for brand strategy and will continue to work closely with the properties and operations teams on customer acquisition and retention.

“Caroline has been instrumental in developing the Auberge brand, externally and internally,” said Craig Reid, CEO of Auberge Resorts Collection. “She plays an integral role in the development of each Auberge concept, thanks to her keen insight on the Auberge guest and ability to forecast market trends, and she will continue to add tremendous value to this company in her new capacity as we expand in to new markets.”

MacDonald began her Auberge career in 2001 in the dual capacity of Director of Marketing for [Esperanza](#) and Auberge Resorts and was promoted to Senior Vice President of Marketing in 2007. As Senior Vice President of Marketing, she was responsible for all domestic and international sales, marketing and public relations efforts for Auberge’s collection of luxury properties. She created a visual identity for the Auberge brand, capturing the spirit of the resorts in photography and across Auberge’s print and social channels. During her tenure, the brand has garnered some of the top accolades in the hospitality industry from the Green Spa Network, *Condé Nast Traveler*, *Travel + Leisure*, and *U.S. News & World Report*. MacDonald spearheaded the company’s social media campaign, brand and entertainment partnerships, guest research strategies and launched print and digital versions of the company’s *Auberge* magazine.

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Prior to joining Auberge Resorts, she held the position of Vice President of Sales & Marketing for the Pinehurst Company, responsible for The Palmilla Resort in Los Cabos, Mexico. She spent seven years with Carefree Resorts as Director of Sales & Marketing at the Carmel Valley Ranch. MacDonald began in sales at the DoubleTree/Canadian Pacific Hotels in Monterey, California. Prior to her hospitality career, Caroline was a Staff Sergeant in the United States Air Force, working in Systems Management while stationed in Europe.

A graduate of the University of Maryland, MacDonald received a B.S. in Systems Management and an M.B.A. from Pepperdine University's Graziadio School of Business.

### **About Auberge Resorts Collection**

[Auberge Resorts Collection](#) owns and operates a portfolio of exceptional hotels, resorts, residences and private clubs under two distinct brands: **Auberge Hotels and Resorts**, timeless luxury properties acclaimed for their intimate, understated elegance, and **VieVage Hotels and Resorts**, a new lifestyle brand that brings together contemporary themes of design, community and wellness in a fresh, active and social environment. While Auberge nurtures the individuality of each property, all share a crafted approach to luxury that is expressed through captivating design, exceptional cuisine and spas, and gracious yet unobtrusive service. Properties in the Auberge Resorts Collection include: [Auberge du Soleil](#) and [Calistoga Ranch](#), Napa Valley, Calif.; [Esperanza](#), Cabo San Lucas, Mexico; [Hotel Jerome](#), Aspen, Colo.; [Malliouhana](#), Anguilla; [The Auberge Residences at Element 52](#), Telluride, Colo.; [Pronghorn Resort](#), Bend, Ore., and VieVage, Napa Valley, with several others in development. For more information about Auberge Resorts, please visit <http://www.aubergeresorts.com/>. Follow Auberge Resorts Collection on Facebook at <facebook.com/AubergeResorts> and on Twitter at [@AubergeResorts](#).

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