



AUBERGE RESORTS
COLLECTION

**AUBERGE RESORTS COLLECTION NAMES MICHAEL MINCHIN
CHIEF MARKETING OFFICER**

MILL VALLEY, CALIF. (May 5, 2016) – [Auberge Resorts Collection](#), owner and operator of [boutique luxury hotels](#), resorts, residences and private clubs, announced today that Michael Minchin has joined the company as Chief Marketing Officer. Minchin will lead Auberge’s national and resort sales teams and oversee all brand marketing initiatives, including advertising, public relations, e-commerce and social media, for the award-winning resort company. He will report directly to Chief Executive Officer Craig Reid.

“Michael has a proven track record in growing businesses and leading high-performing teams to unprecedented success,” said Reid. “We are excited to have him join our senior team. His experience will prove invaluable as we continue on our growth trajectory.”

With more than 30 years of experience leading global teams for major brands in the hotel, residential, restaurant, spirits and automotive industries, Minchin brings extensive marketing, brand management and sales expertise to his new role. Before joining Auberge, he spent 11 years at Four Seasons Hotels and Resorts, most recently as Senior Vice President of Marketing. There, he was responsible for the global marketing, distribution and revenue management efforts that contributed to the company's sales growth across a portfolio of almost 100 hotels in over 40 countries.

Prior to that, Minchin was Director of Marketing at Cara Operations, in Canada, where he led strategic planning and marketing for the Harvey’s Hamburger chain. He served as Vice President of Marketing for Corby Distilleries Ltd., where he helped to grow market share and create some of the fastest-growing spirits brands in Canada. At Allied Domecq Spirits & Wines in the U.K., Minchin developed the global brand strategies that grew premium brands, including Maker's Mark Bourbon and Laphroaig Single Malt Scotch. Earlier in his career, Minchin led the U.S. automotive advertising accounts for Acura as Vice President, Management Supervisor at Ketchum, Los Angeles. He began his career as an account executive at Saatchi & Saatchi, Torrance, Calif.

Minchin has a Bachelor of Arts degree from Stanford University, Palo Alto, Calif.

About Auberge Resorts Collection

Auberge’s [luxury hotel and resorts Collection](#) owns and operates a portfolio of exceptional hotels, resorts, residences and private clubs under two distinct brands: [Auberge Resorts and Hotels](#), 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; Nanuku, Fiji; The Auberge Residences at Element 52, Telluride, Colo.; Hacienda AltaGracia, Pérez Zeledón, Costa Rica; VieVage, Napa Valley; VieVage, Los Cabos; and Auberge Beach Residences and Spa Fort Lauderdale, with several others in development. For more information about Auberge Resorts Collection, please visit <http://www.aubergeresorts.com/>. Follow Auberge Resorts Collection on Facebook at [facebook.com/AubergeResorts](https://www.facebook.com/AubergeResorts) and on Twitter at [@AubergeResorts](https://twitter.com/AubergeResorts).

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MEDIA CONTACTS:

Rachel Farnham | Jenny Loeb
Murphy O’Brien Public Relations
310-586-7109 | 310-586-7136
rfarnham@murphyobrien.com | jloeb@murphyobrien.com