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**NEWPORT BEACH & COMPANY EXPANDS MARKETING LEADERSHIP
PRIOR TO THE LAUNCH OF ITS STRATEGIC THREE-YEAR PLAN**

*Newport Beach's Global Marketing Agency Heads Into Next Fiscal Year
With Enhanced International Plan to Inspire Travel*

NEWPORT BEACH, CALIF. (May 29, 2019) – Newport Beach & Company, the global marketing agency for the city of Newport Beach, today announced the expansion of its marketing team with two new department leads: Sarah Kruer as vice president of marketing and communications and Erin Rose as senior director of media relations. The two Orange County tourism pros join the team at a pivotal moment in the organization's 30-year tenure with the launch of its new three-year strategic plan designed to further propel Newport Beach's profile on the world stage and inspire travel to the destination.

"Our organization's strongest asset is our people and I'm proud of the organization we have built that attracts top-tier talent," says Gary Sherwin, president and CEO, Newport Beach & Company. "The quality of work we produce is reflective of the incredible talent we have. I am confident Sarah and Erin will only enhance the world-class marketing our team achieves every day."

"This fiscal year ushers in the commencement of our new strategic plan," adds Doug McClain, senior vice president & chief marketing officer, Newport Beach & Company. "Bringing in Sarah as my right-hand to ensure consistent marketing and communications disciplines across all departments coupled with Erin at the helm of our public relations efforts, positions us to make waves in the destination marketing space at the global level."

Sarah Kruer – vice president of marketing & communications

Sarah Kruer, the marketing team's second-in-command under Doug McClain's leadership, is charged with overseeing the day-to-day management of integrated marketing for Newport Beach & Company and its five business units. Most recently, Kruer served as the director of tourism development at iconic retail destination South Coast Plaza for almost a decade. Prior, as vice president of marketing at Preferred Hotel Group, Kruer spearheaded global marketing and communications for four hospitality brands. Kruer holds a B.A. in International Studies from Vanderbilt University.

Erin Rose – senior director of media relations

Erin Rose is responsible for driving the earned media and communications strategy for Newport Beach & Company and its five business units. Effectively cascading cohesive messaging across a variety of platforms, Rose will bring the destination's story to life amongst targeted audiences. Most recently, Rose served as the communications manager at Visit Anaheim, Orange County's largest DMO. Prior, Rose held a public relations position at Newport Beach & Company and is delighted to return back to the Southern California's premier luxury destination in her new leadership role. Rose earned a B.A. in Hospitality, Tourism and Events from Metropolitan State University of Denver.

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About Newport Beach & Company

Newport Beach & Company is breaking new ground as the Destination Marketing Organization of the future, being the first community-marketing agency of its kind to leverage the cost efficiencies, brand-building benefits, and strategic advantages of creating a self-sustaining business model to promote a destination – in our case, the world-class city and destination of Newport Beach – across multiple platforms. Our progressive, dynamic and innovative marketing organization works collaboratively with our community partners to create and execute marketing plans that meet each business unit's objectives, while strengthening the Newport Beach brand as a whole and driving revenue to the city.

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