

Katie Farrell Appointed as Director of Sales at The Westbury

- Katie Farrell joined The Westbury team in 2014
- The Westbury continue to recognise and reward talented team

Part of the luxury, Irish-family owned hotel group The Doyle Collection, The Westbury not only surrounds its guests in luxury and style, it offers world class hospitality and a warmth and thoughtfulness that stems from being a much loved family business.

For this same passion to deliver excellent guest experiences, Katie Farrell has been appointed as Director of Sales at The Westbury.

Katie joined the sales team at The Westbury during 2014 and brought with her an excellent reputation in the industry based on her guest standard oriented approach, proven over 10 years of working in local and international hotels.

As Director of Sales, Katie will provide strategic leadership for all sales, revenue management, e-commerce and public relations activities and will continue to act as key account manager for Leading Hotels of The World and the American Express Fine Hotels & Resorts programme. Katie was also one of the key driving forces in The Westbury securing a place on the prestigious Virtuoso network in March 2016.

A native of Dublin, Katie holds a Bachelor Degree in Hospitality Management from Dublin Institute of Technology. Katie's significant international experience with hotels such as the Millennium, New York and The Breakers, Palm Beach, Florida has allowed her to flourish in her role at The Westbury.

Welcoming the appointment, Pat King CEO of The Doyle Collection comments, *"We are thrilled to promote the very talented Katie Farrell to Director of Sales at The Westbury. Her enthusiasm and dedication ensures that our guests receive the excellent service and attention to the finer details that they have come to expect from The Westbury. As leaders in the hospitality sector we take great pride in our talented team and I know Katie will thrive in her new role"*.

Speaking about the promotion, Katie Farrell said: *"I am delighted to be appointed as Director of Sales at The Westbury. I'm fortunate to work with a fantastic team for whom guest excellence is key. This new role will allow me to continue to develop The Westbury's position on a global platform and highlight their partnerships with organisations such as the renowned Leading Hotels of the World and Virtuoso network"*.

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