

# Spotlight



Tourism South East has selected its new chief executive. **Mike Bedingfield** most recently served as marketing director for VisitBritain, where he has undertaken various marketing roles since 2003, responsible for developing the England brand domestically and the Britain brand internationally, as well as implementing a marketing strategy to increase visitor spend in Britain.

**Deon Senturk** has joined Kairis Planning Network as director of sales. Senturk formerly worked for the Mandarin Oriental Hotel Group, The Ritz-Carlton Hotel Co. and the Peninsula Hotel Group. Senturk brings global sales experience to the company, where she will develop new business opportunities.



Sports Celebrity Marketing has appointed **Elaine Seth** to the position of U.S. sales manager. She will be responsible for heading up U.S. operations based out of the South Florida office. A former fitness competitor and TV commentator and a current radio show host, Seth has nine years of marketing experience in trade shows and conventions.



**Karina Lance** has been appointed head of sales and convention services for the Dubai Convention Bureau. Most recently, Lance served as assistant sales director for the Raffles Dubai. Prior to her five years in Dubai, Lance lived in Beijing and worked for the Shangri-La Hotel as a sales and communications executive. She holds a master's degree in international business, specializing in the Asia-Pacific region and Asian studies.



Marriott International Inc. has promoted **Amy C. McPherson**—current executive vice president of global sales and marketing—to president and managing director of European lodging. The newly created position aligns with Marriott's strategic priority of accelerating worldwide growth and its ability to compete in the global economy. McPherson will be responsible for the performance and growth of a new division that combines the U.K., Ireland and continental Europe.

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