

Gonzalo del Peón Suárez

President, AMResorts and Unlimited Vacation Club

As one of the founders and current President of AMResorts®, Gonzalo del Peon Suárez has played a decisive role in defining and consolidating the company's business model and organizational structure, making AMResorts one of the leading hotel chains in the world within the luxury tourism segment, generating more than 28,000 direct jobs and more than \$4.4 billion dollars in investments.

With more than 30 years of experience in the hospitality industry, Gonzalo presides over all areas of investor relations as well as owners, operations, administration, sales, marketing and product innovation across all six award-winning brands - Zoëtry® Wellness & Spa Resorts, Secrets®, Breathless®, Dreams®, Now® and Sunscape® Resorts & Spas. Additionally, Gonzalo serves as President of the Unlimited Vacation Club® (UVC), the prestigious program that provides benefits to the most loyal and demanding clients, which has grown rapidly to reach more than 60,000 members today.

Gonzalo has been part of the AMResorts executive team since its inception in 2001. Prior to joining the Newtown Square-based company, he played an important role in the growth and development of Grupo Posadas in Mexico and Latin America. During the 14 years that he collaborated in this company, he acquired extensive experience and held various positions, including Marketing Director, Director of Strategic Planning and Innovation and Vice President of Sales and Marketing. Previously, he held the position of Project Manager for Commercial Technical Equipment in Bilbao, Spain, as well as Brand Manager at Procter & Gamble in Mexico City.

Gonzalo has earned a reputation for excellence and has been recognized by industry leaders in Mexico and the Caribbean for his professional achievements. In 2016, he was honored with the prestigious "La llave del Progreso" award in the Hotel Executive Category. Presented by AMAIT Abastecedores Turísticos A.C, the "Key to Progress" award celebrated his dedication and contribution to the growth and development of Mexico's tourism industry. In addition to his professional career, he has played an effective role on the Marketing Committee of the Tourism Promotion Council of Mexico since 1999.

He has earned a Master of Business Administration at the Pan-American University's PanAmerican Institute for High Business Direction (IPADE) and a degree in International Marketing at the Bilbao Chamber of Commerce and Industry in Spain. Gonzalo lives in Philadelphia with his wife and two children.

Gabriel N. Felip Cotter
Chief Operating Officer

Gabriel N. Felip Cotter, AMResorts®, Chief Operating Officer, plays a key role in the company's growth by ensuring integration and consistency across AMResorts' three main operational regions in the Caribbean, Mexican Caribbean and Mexican Pacific. Gabriel also oversees all corporate positions that support each property's daily operations.

An industry veteran with more than 30 years of hospitality and tourism experience, Gabriel came to AMResorts from Bahia Principe Hotels & Resorts where he served as Managing Director and Chief Operating Officer, directly responsible for operations of more than 24 hotels throughout Spain and the Caribbean. Prior to that, he spent more than 20 years with Occidental Hotels & Resorts where he began as Managing Director in the Dominican Republic. He then spent 15 years as President and Chief Operating Officer of the worldwide sector of the company, responsible for over 50 hotel operations, as well as growth, expansion, mergers and acquisitions of the Occidental Group's assets.

Gabriel has been recognized for his astounding work in the industry throughout his career, including the Medalla de Mérito Turístico, awarded to him in 2007 by the Council of Ministers of the Spanish Government.

Gabriel holds a degree in Business Management & Administration and a Master's Degree in Banking & Computers from the University of Barcelona. He also earned a tourism degree in Spain and served in the Spanish Air Force. Felip is fluent in Spanish and Catalan.

Colette Baruth

Senior Vice President of Marketing, Sales & Distribution

As Senior Vice President of Marketing, Sales & Distribution for AMResorts®, Colette Baruth is the lead for all strategic initiatives with an eye on further fueling the company's expansion. Colette oversees initiatives including worldwide contracting, partnership relations, global sales and marketing strategies and resources, as well as managing brand tactics and corporate policies for AMResorts' six brands: Zoëtry® Wellness & Spa Resorts, Secrets®, Breathless®, Dreams®, Now® and Sunscape® Resorts & Spas. With over two decades of international product and marketing experience, Colette is a true hospitality and tourism expert as evidenced by her extensive industry knowledge and by her ability to increase profitability and streamline processes.

Colette previously served as Vice President of Sales, Marketing, Revenue Management & Distribution at AMResorts for four years. Prior to working with AMResorts, Colette served as Vice President of Product Strategy at GOGO Vacations, as well as Vice President of Product Development for Mexico, Central and South America, and was responsible for profitability, pricing, product distribution, promotional strategy and more.

Prior to GOGO Vacations, Colette held marketing positions with Liz Claiborne, Inc., in New York City and Radisson Hotels International in Barcelona, Spain.

Colette earned her Bachelor of Science Degree in Marketing from Rutgers University and received a Language Study degree from the Universidad de Salamanca, Spain. She is fluent in Spanish and Italian.

Robert Price Thye Jr.

Senior Vice President of Revenue Management

As Senior Vice President of Revenue Management, Robert (Bob) is charged with delivering optimal results for our resorts via the best in class revenue management talent, models, tools, processes, and approaches to the market.

Bob brings to AMResorts® over 25 years of revenue management experience from a variety of industries, including roles at American Airlines, Time Warner Cable, Canadian Airlines, and Norwegian Cruise Lines.

Bob holds a B.S. in Computer Science from University of California, Irvine, as well as an M.B.A. from the University of California, Los Angeles (U.C.L.A.). Bob is fluent in Spanish.

Erica Doyne

Vice President of Marketing

Erica Doyne started with AMResorts® in 2015 and leads a multifaceted plan with insight-driven marketing and PR strategies, taking CRM and sales to the next level. Erica plays a significant role on AMResorts' strategic task force, supporting sales goals and driving new marketing and expansion opportunities in line with the company's rapid growth.

Erica is dedicated to identifying, executing and analyzing new marketing opportunities to further develop AMResorts' six luxury brands: Zoëtry® Wellness & Spa Resorts, Secrets®, Breathless®, Dreams®, Now® and Sunscape® Resorts & Spas, via the development and implementation of brand vision, messaging, standards, goals and new destination expansion.

Erica's industry experience began with her early AMResorts' positions in which she was responsible for overseeing all global marketing and PR strategies, expansion of our social media platforms and development of cutting-edge product synergies. Promoted several times throughout her tenure, she has provided strategic marketing leadership, promotions, brand management and event planning, as well as the creation and maintenance of all sales, marketing and business development. In 2013, she was recognized as a "Rising Star" for the second consecutive year, which honors the industry's brightest and most successful professionals under the age of 35.

Prior to landing at AMResorts, Erica was an instrumental member of the sales force for WPVI-TV, Philadelphia. She has earned a Bachelor of Communications from La Salle University.

Claudio Zboznovits

Vice President of Global Sales and Business Development

Claudio Zboznovits, Vice President of Global Sales and Business Development, joined AMResorts® in 2016 to support AMResorts' rapidly expanding corporate structure. Claudio is responsible for leading and executing the company's strategic sales plans within the U.S., Canada and international markets.

Claudio strives to establish and maintain relationships with executives and buyers in the hospitality industry, across all markets, to create a stronger AMResorts' footprint in established and new markets as inventory continues to grow.

With over three decades of industry experience throughout the U.S., Canada and Latin America, Claudio's international market expertise proves a great addition to the executive team. Before joining AMResorts, he served as Corporate Vice President and Chief Commercial Officer at BlueBay Hotels & Resorts, driving the company's commercialization, growth and profitability strategy across key market segments. Prior to that, Claudio served as Vice President of Sales & Marketing for the U.S. and Canadian markets at Barceló Hotels & Resorts where he was responsible for the development of sales/marketing strategies and tactics in North America, driving increased revenue and production to Latin American properties. Additionally holding various senior executive positions for U.S. and Canadian tour operators, his professional experience also includes managing contracting departments with a specific focus on Mexico, the Caribbean and Latin America, as well as destination inter-government relations.

Claudio studied pre-med Psychology at the University of Georgia, earning an equivalent degree in Hotel Management through the Sheraton Corporation Executive Program. The prestigious program is affiliated with the Universidad Madre y Maestra in Santo Domingo, Dominican Republic and Cornell University.

Jan LaPointe

Vice President of Strategic Planning Retail Sales

As AMResorts® Vice President Strategic Planning Retail Sales – North America, AMRewards and VP Sales & Marketing for Canada, Jan LaPointe is responsible for leading the travel agent loyalty program, AMRewards, as well as serving as the lead for all strategy and execution of sales initiatives throughout North America. Additionally, working closely with the retail, wholesale and tour operator communities, Jan determines the strategies and promotions, ensuring proper positioning, development and growth of AMResorts' six brands throughout Canada.

Jan previously held the title of Senior Director of AMRewards and Senior Director of Sales & Marketing for Canada. Prior to that, she served as Senior Director of Marketing for AMResorts worldwide, playing an integral role in the development of the company's brands. She acted as a leader for AMResorts' worldwide marketing function and oversaw the company's public relations and advertising agencies for the previous decade.

As a tourism marketing professional for over 30 years, Jan has both domestic and international experience. She has led the development and acceleration of the company's marketing efforts since 2003 and will continue to do so in Canada as well as with AMRewards program, the most robust travel agent loyalty program in the industry.

Alejandro Zubieta

Senior Director of Revenue Management

AMResorts® Senior Director of Revenue Management, Alejandro Zubieta (Zubi), joined the company in 2003 as Director of Sales for Secrets Resorts & Spas in the Riviera Maya. In his current position, Zubi is responsible for creating strategies to optimize revenue for all brands under AMResorts through various sources of business.

Prior to joining AMResorts, Zubi worked for major hotel brands located in Cancun and Playa del Carmen. He has served as Director of Sales & Marketing for Fiesta Americana and Royal Hideaway by Allegro Resorts, as well as Regional Director of Sales for Sheraton Cancun and Westin Cancun. In all of these positions, Alejandro created a solid foundation of achieving revenue goals, maintaining brand positioning and creating an enjoyable experience for guests.

Zubi was recognized by Expedia as the Top E-Commerce Manager in Cancun in 2000 and 2001. Extremely involved with industry activities, Alejandro founded the Cancun Chapter of HSMIA and the Groups & Convention Marketing Committee of the Cancun Visitors & Conventions Bureau, and he also served as Marketing Manager of the Cancun Hotel Association.

Delia McCrimon

Director of Distribution

Delia serves as Director of Distribution for AMResorts®, responsible for the distribution strategy of the company including both traditional contracting, as well as distribution technology solutions. Delia began with AMResorts in 2009 and was previously held the title of the Senior Manager for Revenue Management and Distribution. During her time with AMResorts Delia has developed key initiatives that have broaden the scope of the company's approach to distribution including implementing new channel manager technology, booking engine technology and the implementation of the company's current revenue management platform.

Prior to working at AMResorts, Delia most recently served as the Director of Revenue Management for Nickelodeon Family Resort in Orlando, FL. As a senior industry executive with over 20 years of experience, Delia has a reputation for consistent delivery and the ability to lead her team to exceed goals.

Delia is married with 4 children, and in her spare time is a strong advocate for Autism Awareness.

Mary Ellen Burke

National Director of Sales

Mary Ellen Burke joined AMResorts® in 2013, as National Director of Sales. Mary Ellen is responsible for managing the AMResorts USA Sales team, growing AMResorts revenues and brand awareness, working closely with our travel agency, tour operator, consortia and travel industry partners.

With over 30 years' experience in the travel industry, Mary Ellen is a true sales industry expert. Previous to her role at AMResorts, Mary Ellen was Regional Sales Director, United Airlines and held various sales positions within Continental Airlines, including President, Continental Airlines Management Association. Mary Ellen serves on the New Jersey Performing Arts Center Women's Board of Trustees and previously served on the Susan G. Komen Board of trustees, NJ Girls and Boys Club Advisory Board and NJ Cancer Center Leadership Advisory Board.

Mary Ellen is a recipient of the Patriots Path Council Women of the Year award and first recipient of Joe Namath's March of Dimes Spirit award.

Mary Ellen attended Bloomsburg State College, minoring in Spanish and resides in New Jersey with her family.

Matthew Dominy
Director of Marketing

Matthew Dominy, Director of Marketing for AMResorts®, is responsible for the strategic planning, brand positioning and innovation of the company's advertising and communications strategies across all global markets. In addition to maintaining industry partner relationships, Matt is dedicated to putting the guest experience at the forefront of all integrated promotional campaigns and marketing initiatives.

A senior marketing professional with over 15 years of experience, Matt has delivered impactful results through the development of strategic media plans, integrated marketing programs and innovative digital campaigns. Throughout his career, he has accomplished significant lead, customer and revenue growth by leveraging advanced data analysis skills, strategic thinking and creative solution development. Matt has created award-winning campaigns and has been recognized for client leadership.

Prior to joining the AMResorts team, Matt played a significant role in creating and implementing integrated media plans for clients, such as Burger King, BlackBerry and Kraft. He also brings several years of travel industry experience, previously working for United Airlines and OneGo, a travel start-up, as the Director of Marketing.

Matt received a Bachelor of Arts in Economics at the University of Pennsylvania, as well as a Master of Business Administration, Strategy at the University of Virginia's Darden School of Business.

Julian Groeger

Director of CRM & Digital Marketing

Julian serves as the Director of CRM & Digital Marketing for AMResorts® , overseeing all company-wide CRM efforts and innovative insight strategies, including but not limited to data collection, customer profiling, segmentation and survey research. In addition, he is responsible for strategically planning, implementing and optimizing the company's web presence and digital advertising management across the globe. With over a decade of experience leading data-driven digital marketing programs leveraging customer data to enhance personalization, engagement and retention, Julian has worked on interactive, award winning campaigns across most every media channel throughout his career.

He has held leadership positions at many of the industry's top market research companies, including Harris Interactive, Lightspeed Research and Schlesinger Associates. Prior to joining the AMResorts team Julian served as the Vice President of Marketing for Investis, a marketing communications agency, helping the world's largest companies deliver highly effective digital experiences for corporate and customer audiences.

A Germany native with extensive international operations expertise, Julian holds a Bachelor of Arts Degree in International Business & Economics from the State University of New York, as well as a Master of Business Administration Degree in Marketing & E-Commerce from the Rochester Institute of Technology.

Zoe Lara

Director of International Sales & Distribution

Zoe Lara serves as the Director of International Sales and Distribution for AMResorts® and possesses over a decade of experience in the travel industry and impressive knowledge of foreign markets. In her role she is responsible for the growth and development of AMResorts' presence in international markets as well as the development of new territories where the company is not currently located.

As Director of International Sales and Distribution, Zoe is directly responsible for the growth and development of AMResorts' presence in countries outside of North America. Her role is also responsible for marketing, sales, finance, infrastructure, administration, representation and ROI for these markets, as well as the development of new territories where the company is not currently represented.

Prior to her current position, Zoe served as Vice President of America Sales and Marketing for Be Live Hotels, an affiliate of the Spanish holding group, Globalia. Her responsibilities included heading the Be Live Hotels office in the United States, as well as the Sales and Marketing office in Santo Domingo. During this period she was able to implement new sales and marketing guidelines and priorities, corporate structures, oversaw the call center, and was the key factor for revenue management in the American continent. Previous to this position, she worked for Melia International Hotels, as one of the top corporate executives in the Miami office for the Sales & Marketing department. Her responsibilities in contracting, sales, marketing and promotions covered countries such as the United States, Central and Latin America, and Canada. Zoe's foreign partners and experience in the industry help her strengthen and implement strategic and tactical plans in the international destinations she is currently handling for AMResorts.

Zoe holds a degree in Aviation Administration and is fluent in Spanish.

Violeta Sales

Corporate Director of Groups, CMP and CMM

Violeta Sales, Corporate Director of Groups, represents AMResorts®' six brands as a director of groups, meetings and incentives; with business origination throughout the United States and Canada. Equally as importantly, she is responsible for maximizing revenues and achieving targeted corporate goals and objectives.

Violeta represents Zoëtry® Wellness & Spa Resorts, Secrets®, Breathless®, Dreams®, Now® and Sunscape® Resorts & Spas through the meeting and incentive market by coordinating all logistical aspects — at a multitude of associations, planner events, trade shows and other industry gatherings.

Violeta has a proven track record that spans two decades as a top-performing Director of Group Sales with Sol Meliá helping increase revenues. Her extensive knowledgebase and acumen has grown out of the development and nurturing of relationships with some of North America's most notable clients in the meetings and incentives market.

Violeta possesses impressive business judgment, negotiation, and closing skills and is a strong presenter. She is also a CMP and CMM, two of the most prestigious certifications in the industry.