



FOR IMMEDIATE RELEASE

**ORANGE LAKE RESORTS NAMES DENISE GODREAU
CHIEF BRAND AND INNOVATION OFFICER**

ORLANDO, FLA. (Nov. 1, 2018) – [Orange Lake Resorts](#), home to the [Holiday Inn Club Vacations](#)[®] brand, announced today that Denise Godreau has been named to the newly created position of Chief Brand and Innovation Officer. Previously, Godreau was Chief Marketing Officer for SeaWorld[®] Entertainment. In her new role, Godreau will be a critical member of the executive leadership team and responsible for driving cross-functional collaborative innovations in research, data mining, branding, product design, communications and digital technology that will accelerate growth among new consumer segments.

“We wake up every day looking for opportunities to add new experiences and resorts that surprise and delight our owners and Club members,” said Tom Nelson, President and CEO of Orange Lake Resorts. “Denise’s experienced leadership in the hospitality industry and the extraordinary skills she brings will be a great addition to our already strong executive leadership team.”

Godreau has over 20 years of senior executive leadership experience in the hospitality and travel industry, having worked for everything from corporate startups to Fortune 500 companies with an emphasis on consumer research, marketing and branding.

Previous to SeaWorld Entertainment, Denise worked for Disney Parks. She started as Director of Marketing for Disney Vacation Club and successfully progressed to lead all marketing efforts as Senior Vice President of Marketing for the Walt Disney World[®] Resort, where she was responsible for strategies that drove attendance and occupancy for theme parks, hotels and waterparks. Following that successful career, she joined a startup team to create a new online university (Brandman University in Southern California), and later, a new mega resort (Baha Mar[®]) in Nassau, Bahamas. Earlier in her career, Denise worked for the international divisions of Procter & Gamble, Pizza Hut[®] and Blockbuster[®] Entertainment.

Denise has a Bachelor of Science in economics from the Wharton School at the University of Pennsylvania and a Master of Business Administration from Harvard Business School.

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About Orange Lake Resorts

Orange Lake Resorts encompasses 26 resorts and 7,400 villas in the U.S., with more than 340,000 timeshare owners and 5,000+ employees.

Orange Lake Resorts, a leader within the vacation ownership industry with more than three decades of proven success, operates Holiday Inn Club®. The Holiday Inn Club Vacations® brand was created in 2008 through a strategic alliance with IHG® (InterContinental Hotels Group), one of the world's leading hotel companies. The Holiday Inn Club Vacations flagship property in Orlando, Fla., located next to the Walt Disney World® Resort, was established in 1982 by Holiday Inn® founder Kemmons Wilson. The timeshare brand includes 26 resorts across 13 states. For more information on Holiday Inn Club Vacations or to book reservations, visit holidayinnclubvacations.com. Find us on Facebook at facebook.com/hiclubvacations or Twitter at twitter.com/hiclubvacations.

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