



FOR IMMEDIATE RELEASE

ORANGE LAKE RESORTS HIRES BRAD BAKER AS VICE PRESIDENT OF BRAND DEVELOPMENT AND CONTENT

ORLANDO, FLA. (April 11, 2019) – [Orange Lake Resorts](#), home to the [Holiday Inn Club Vacations](#)[®] brand, announces today that Brad Baker has been named the company's new Vice President of Brand Development and Content. In this role, Baker will strengthen the Holiday Inn Club Vacations brand through strategic content creation and distribution. Previously, Baker served as the Director of Account Management at Yellow Shoes Creative Group, the internal creative agency for the Walt Disney Company.

As Vice President of Brand Development and Content, Baker will oversee the corporate branding and communications department, and work to develop breakthrough social and advertising content for Holiday Inn Club Vacations. By forging strategic partnerships with media companies, social media platforms, influencers and digital publishers, he will enhance brand credibility, extend overall reach and broaden distribution channels. Baker will also lead the creation of an internal brand that enables the company to live its brand promise through its employees.

“Brad brings a wealth of knowledge and experience to Orange Lake Resorts, having led several high-profile initiatives at Disney,” said Denise Godreau, Chief Brand and Innovations Officer, Orange Lake Resorts. “We are excited to welcome Brad as we continue to grow the brand, our resort product and guest experiences.”

Before joining Orange Lake Resorts, Baker spent more than 20 years with the Disney Company. In his most recent role with Yellow Shoes Creative Group, Baker led content strategy and development for *Star Wars: Galaxy's Edge*, the biggest expansion in Disney Parks' history. Prior to that role, he was Director of Digital Marketing for Disney Parks & Resorts, where he led a digital marketing organization focused on content creation, social media community growth and management, social listening and emerging digital platforms. Additionally, Baker oversaw national campaigns, major attraction launches and special events that helped drive record growth for Disney Parks & Resorts.

Baker earned a bachelor's degree in communications from Towson University in Baltimore, Maryland. He is the recipient of the Disney Partners in Excellence Award, an honor awarded to Cast Members who demonstrate Cast excellence, deliver a high level of guest satisfaction and drive business results.

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About Orange Lake Resorts

[Orange Lake Resorts](#) encompasses 28 resorts and 7,600 villas in the U.S., with more than 350,000 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 flagship Holiday Inn Club Vacations property in Orlando, Fla., located next to the Walt Disney World® Resort, was established in 1982 by Holiday Inn® founder Kemmons Wilson. 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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