Hyatt Newsroom

Hyatt taps founding CMO of JetBlue to lead global brand communications

Chicago – May 29, 2008 – **Hyatt Hotels & Resorts** has named **Amy Curtis-McIntyre** to the newly created position of **senior vice president, brand communication**. In this role, Curtis-McIntyre is responsible for developing a global brand communication strategy to differentiate and drive preference for Hyatt's full-service brands worldwide. Her priorities include the development and launch of Hyatt's first global advertising campaign and collaboration with the company's human resources department to communicate key brand messages internally. Curtis-McIntyre reports to **Tom O'Toole, chief marketing officer, Global Hyatt Corporation**.

Curtis-McIntyre brings extensive experience in brand building, brand management, and communication to Hyatt. Most notably, she was the founding **chief marketing officer** for **JetBlue Airways** where she was responsible for all aspects of sales and marketing for the successful start-up, including: developing the brand platform; advertising; promotion; public relations; and web strategy. In addition, at JetBlue she managed product design and development, as well as internal communication. During Curtis-McIntyre's tenure, JetBlue was named "Marketer of the Year" by *Ad Age Magazine* and was voted "Best U.S. Airline" by *Condé Nast Traveler* readers, a distinction the airline went on to earn for six consecutive years.

Since leaving JetBlue in 2005, Curtis-McIntyre has spoken and lectured widely for corporations and universities on the subjects of brand and culture building, brand management and effective communication. As an independent consultant, she has offered marketing and branding counsel to a wide variety of clients, including: Yahoo; Google; The Gap; Dunkin Brands; BRGuest Restaurants; and several university schools of business administration, such as Yale, Kellogg, Harvard, Cornell and Wake-Forest.

"We are delighted to add Amy's proven track record, creativity and marketing insight to our senior brand leadership team at this exciting time in Hyatt's development," said O'Toole. "Her unique perspective, brand experience and ability to communicate brand personality will be key as we continue to build brand preference for Hyatt and its respective brands worldwide."

"My experience has taught me that successful brand building begins inside a company, with the culture and the people, and extends outward to all customer touch points and only then to external messaging and marketing tactics," said Curtis-McIntyre. "Hyatt is a great company with a tremendous legacy built on authentic hospitality. Our opportunity, as we grow, will be to celebrate and leverage our core strengths and to express them through our products and services in new and meaningful ways."

Prior to joining JetBlue, Curtis-McIntyre served as vice president of marketing North America for Virgin Atlantic Airways and director of marketing for Celebrity Cruise Lines. A graduate of the University of Massachusetts, she began her marketing career with Hill & Knowlton Public Relations in New York.

About Global Hyatt Corporation

Global Hyatt Corporation, one of the world's premier hotel companies, offers today's travelers more than 730 hotels and resorts (more than 136,000 rooms) in 45 countries. The company's affiliates own, operate, manage and franchise Hyatt-branded hotels and resorts under ***Park Hyatt™***, ***Grand Hyatt™***, ***Hyatt Regency™***, ***Hyatt Resorts™***, ***Hyatt®***, ***Hyatt Place®*** and ***Hyatt Summerfield Suites®*** brands. In April 2007, Hyatt launched its newest global brand, ***Andaz™***. **Global Hyatt Corporation** is also the owner of ***Hyatt Vacation Ownership, Inc.*** operator of ***Hyatt Vacation Club*** and fractional residential properties and ***U.S. Franchise Systems, Inc***, which franchises ***Hawthorn Suites*** and ***Microtel Inns and Suites***. From the U.S. and Canada, reservations for any **Hyatt** hotel worldwide may be obtained by calling 1-800-233-1234, or logging on to ***www.hyatt.com***.

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For further information:

Katie Meyer
Hyatt Hotels & Resorts
(312) 780-5711
katie.meyer@hyatt.com

Farley Kern
Hyatt Hotels & Resorts

(312) 780-5506
farley.kern@hyatt.com

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