

Tourism marketing specialist Rewardscorp Group appoints new Marketing Director

Leading Australian tourism marketing specialist RewardsCorp Group has today confirmed the appointment of a Marketing Director, Kim Skilton, effective 15th February, 2012.

Ms Skilton's role will directly involve the development, management and execution of marketing and business strategies and her appointment will coincide with the innovative company looking to further evolve their brands and business in 2012.

With tertiary qualifications in marketing, tourism and finance and over 12 years experience in senior marketing positions, Ms Skilton has cemented a stellar reputation within the industry and sees the RewardCorp Group appointment as an exciting step forward in her professional career and a welcome challenge to market and brand the rapidly emerging company further.

"With RewardsCorp Group's patented and innovative holiday programs representing industry leading marketing concepts with immense potential in the local and global markets, I am really looking forward to directing the brand and marketing strategies for all the businesses, present and future, under the RewardsCorp Group banner," she said.

"The team at Rewardcorp Group includes some of the most experienced, savvy and innovative travel professionals in the industry and together with my experience in the travel and tourism sector, we plan to collaboratively take this company to new levels."

Ms Skilton's previous experience and accolades are notable; from early beginnings as a travel and sales consultant, her rise within the corporate sector saw her as Sales & Marketing Manager of Novotel Opal Cove Resort, Marketing Manager of Tourism Sunshine Coast, Advertising & Media Manager of Virgin Blue, followed by a significant stint as Marketing Manager of the popular Virgin Blue Velocity program.

Most recently she has held prominent positions as the National Marketing Manager of Escape Travel and Marketing Manager of Jupiters Hotel & Casino on the Gold Coast.

A worthy recipient of Flight Centre's Global Marketer of the Year and nominated for AFTA's Best Sales Representative Award, Ms Skilton is certainly a formidable acquisition for the RewardsCorp Group.

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For further press information or high-resolution images, please contact Lauren at Nmedia on 0439 838 836 or: lauren@nmedia.com.au

For more information go to www.rewardscorp.com

RewardsCorp Group Business Include:

