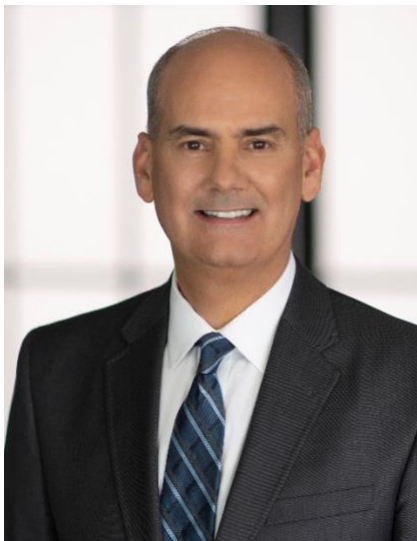




Dan Surette

Chief Sales Officer



Dan Surette is chief sales officer at Omni Hotels & Resorts where he leads the charge on the brand's sales strategy. Appointed to the role in 2019, Surette is responsible for creating and driving innovative sales, communications and business development strategies to increase awareness, capture market share and build revenue for the brand.

Surette joined Omni in August 2017 as vice president of sales where he overhauled Omni's sales compensation model, developed a new group marketing campaign and inspired sales teams through promotional and recognition programs. In 2018, he was promoted to senior vice president of sales & marketing at Omni.

With more than 30 years of experience in the industry and 20 years of senior-level sales leadership experience, Surette worked at Starwood Hotels & Resorts Worldwide, Inc. for more than 15 years, most recently as vice president of North American sales and field marketing. Surette previously worked with Hyatt Hotels Corporation for more than a decade, serving in various sales and marketing roles of increasing responsibility.

Surette attended Johnson & Wales University where he earned a bachelor's degree in hospitality management. He has been a member of several leading professional organizations over the years including Meeting Professionals International (MPI), Professional Convention Management Association (PCMA) and Hotel Sales & Marketing Association International (HSMAI). Surette presently holds a position on the HSMAI Americas Board and was recently appointed as a new member of the U.S. Travel's Governance Committee.