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Outrigger Hires New VPs for Brand and Construction

HONOLULU — Outrigger Hospitality Group is pleased to announce **Brent Shiratori** as vice president, global brand group and **Oswaldo D. Lopez** as vice president, construction and project management.

“Growth is an integral part of Outrigger’s strategic business plan, so having expertise in branding and construction is critical to our success; Brent and Oswaldo are both leaders in their respective fields and we’re fortunate to have their skills in our team,” said Sean Dee, executive vice president and chief marketing officer.



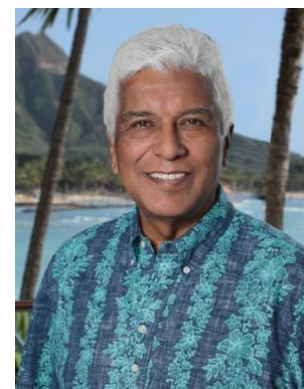
SHIRATORI will champion brand strategy through creative development and content strategy for web, social, email and paid media, campaigns, communications programs, brand resources, including tools and systems, as well as oversight of the brand intranet environment and media asset management.

Previously with Outrigger for three years, Shiratori founded the brand strategy firm, Aidia Marketing and was director strategic planning at Matsumoto & Clapperton and management supervisor at Carol H Williams Advertising in Oakland. He also worked at Laird Christianson Advertising, CP Advertising and Starr Seigle Advertising.

A triple major in marketing, accounting and management information systems, Shiratori holds a bachelor’s from the University of Hawaii at Manoa. He serves on the executive board of AIGA, The Professional Association for Design and has several awards to his name, including Ad 2 Honolulu’s Outstanding Young Advertising Person of the Year; the Jim Fish National Public Service Award; GD Crain Jr. Memorial Award for Public Service; Saatchi & Saatchi Advertising Education Award; and Most Promising Minority Students Award from the American Advertising Federation.

LOPEZ will identify, manage and coordinate the implementation of major capital projects for Outrigger Hospitality Group (OHG) including FF&E, budgeting, bidding, construction contracts, project management and scheduling.

Lopez was the development manager and executive architect for Selena International, Inc. Prior, he was executive vice president at Oasis West Realty, LLC | Alagem Capital Group; a hotel consultant for Oxford Properties Group (An OMERS Worldwide Company) and held senior management positions at Hilton Worldwide, The Americas.



Lopez holds a Master of Architecture and Bachelor of Arts from the College of Environmental Design, University of California at Berkeley. He also holds program certificates in Financial Management and Hotel Real Estate Investment and Asset Management from Cornell University in New York. Lopez is a licensed architect and licensed contractor in the State of California and is certified in Leadership in Energy and Environmental (LEED) Core Concepts and Strategies.

ABOUT OUTRIGGER HOSPITALITY GROUP

For more than 70 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawaii to premier resort destinations in Fiji, Thailand, Guam, Mauritius and the Maldives. The privately held hospitality company currently operates 37 properties and more than 7,000 rooms – inviting guests to ‘Escape Ordinary’ with authentic Signature Experiences and the Outrigger DISCOVERY loyalty program. Outrigger’s multibranded portfolio includes Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Kapalua Villas Maui, and its newest additions: Honua Kai Resort & Spa Maui and lifestyle hotel, Waikiki Beachcomber by Outrigger. It also manages select properties from top international hotel brands including Embassy Suites®, Best Western®, Wyndham Destinations and Hilton Grand Vacations™. Find out more at Outrigger.com or visit @OutriggerResorts on Facebook, Instagram and Twitter.

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