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Corporate Promotions at Outrigger Hospitality Group



Monica Salter



James Wilson



Kyle Vidal



Matt Mariconda

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HONOLULU – Premier beach resort brand, [Outrigger Hospitality Group](#), is pleased to announce the following promotions at its Hawai'i-based corporate office:

- **Monica Salter** to vice president, global communications and social responsibility
- **James Wilson** to director, business intelligence and analytics services
- **Kyle Vidal** to global media director
- **Matt Mariconda** to director, financial planning and analysis

Monica Salter will continue to steer the global communication strategy for Outrigger's portfolio of premier beach resorts with an expanded role of leading the company's corporate social responsibility efforts, centered on coral-reef conservation via Outrigger's ZONE (OZONE). Salter serves as the primary media contact, manages Outrigger's social media platforms and oversees corporate partnerships for the brand. She joined Outrigger in 2016 as VP corporate communications. Prior, she held leadership positions at Bennet Group Strategic Communications, Hotel Lāna'i, Team Unlimited/XTERRA and University of Hawai'i Athletics. She earned her B.A. in Global and International Studies from U.C. Santa Barbara and an MBA from the University of Hawai'i.

James Wilson was promoted to director, business intelligence and analytics services. He joined Outrigger in 2016 as manager, business intelligence. Prior, he was director of front office operations and front office manager for Sandestin Golf and Beach Resort in Miramar Beach, Florida and was an implementation consultant to hospitality operations for Oracle. He holds a bachelor's degree in hospitality business from Michigan State University and an MBA from Florida A&M University.

Kyle Vidal's newly expanded role as global media director focuses primarily on planning, negotiating and distributing all of Outrigger's paid media. He will continue to oversee marketing planning from a property and overall portfolio perspective, while also focusing on acquiring new partnership opportunities. Vidal joined Outrigger in 2010 and was welcomed to the marketing team in 2013 after working first in the company's human resources department. Kyle earned his bachelor's degree in Criminal Justice from Northern Arizona University.

Matt Mariconda was promoted to director, financial planning and analysis in 2020. He joined Outrigger in 2018 as senior financial analyst and became controller for the Outrigger-managed Embassy Suites by Hilton Waikiki Beach and OHANA Waikiki Malia by Outrigger in November 2019. Prior, he was with Morgan Stanley Wealth Management, first as wealth advisory associate, then financial advisor associate, and finally as financial advisor. He holds a B.A. in Economics from the University of Hawai'i.

ABOUT OUTRIGGER HOSPITALITY GROUP

For more than 70 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawai'i to premier resort destinations including Fiji and Mauritius. The privately held hospitality company invites guests to 'Escape Ordinary' with authentic Signature Experiences and the [Outrigger DISCOVERY loyalty program](#). Outrigger's multi-branded portfolio includes Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Kapalua Villas Maui, and its newest addition, Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites®, Best Western® and Hilton Grand Vacations®. Find out more at [Outrigger.com](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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