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Outrigger VP Brent Shiratori Named 2022 HSMAI 'Top 25' Extraordinary Mind

*The national accolade is awarded to those who triumph in challenging situations
and go above-and-beyond company expectations*



Brent Shiratori

HONOLULU – The **Hospitality Sales & Marketing Association International** (HSMAI) has selected **Brent Shiratori** – vice president, global brand group at Outrigger Hospitality Group as one of its [“Top 25 Extraordinary Minds”](#) for 2022. This is the 20th year HSMAI has compiled the list, which annually recognizes exemplary achievement and leadership in the hospitality sales, marketing, revenue optimization, and distribution.

Shiratori will join an exclusive list when he is honored by HSMAI at a reception in Los Angeles on February 23, 2023.

“The ‘Top 25’ is our annual hot list that celebrates the sales, marketing, revenue optimization and distribution leaders and innovators in our industry,” said Robert A. Gilbert, CHME, CHBA, President and CEO of HSMAI. “Throughout the pandemic and into the recovery, these extraordinary professionals have risen to each challenge and met unprecedented circumstances with creativity, strength, and ingenuity. These leaders are empowering recovery.”



The 2022 “Top 25” honorees were judged by a panel of senior industry executives for their recent work based on the following criteria: creativity and innovation, cutting-edge sales or marketing campaigns, triumph in challenging situations, and/or sales efforts that resulted in dramatic gains.

Shiratori champions Outrigger’s brand strategy through creative development and content strategy for web, social, email and paid media, campaigns, communications programs, brand resources, including tools and systems, and oversight of the brand intranet environment and media asset management. A model of *The Outrigger Way*, he consistently goes above and beyond to elevate the guest experience, how the brand is expressed on property and the training of hosts to exemplify the company’s positioning as The Premier Beach Resort Company in the World.

“Brent is the epitome of a gracious and humble leader; he is beloved by his colleagues, a committed community steward and stands tall in the face of any challenge thrown his way,” said Sean Dee, EVP and chief commercial officer. “He is without question, an extraordinary mind and deserving of this national marketing recognition.”

“This recognition is humbling,” shared Shiratori. “I’m proud of our global brand team who are the best in their craft and work as a team to elevate our brand. I’m grateful to work with them.”

The “Top 25” will be honored in person at a reception at the JW Marriott LA Live in Los Angeles on February 23. The reception is being held in conjunction with the [HSMAI Adrian Awards](#) Celebration, which recognizes the winners of the largest and most prestigious competition in global travel marketing.

ABOUT HSMAI

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry’s leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as [HSMAI Marketing Strategy Conference](#), [Adrian Awards](#), and [Revenue Optimization Conference](#). Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at [hsmi.org](#), [HSMAI Facebook](#), [HSMAI Instagram](#), [HSMAI Twitter](#), and [HSMAI YouTube](#).

ABOUT OUTRIGGER

For 75 years, Outrigger has charted a journey of discovery – expanding from Hawai’i to premier resort destinations including Fiji, Mauritius, Thailand and the Maldives. The privately held hospitality company invites guests to ‘Come Be Here’ 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 Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites by Hilton®, Best Western® and Hilton Grand Vacations®. Find out more at [Outrigger.com](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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