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OUTRIGGER Hospitality Group Names Jason Pirock Vice President Global Brand Marketing



HONOLULU – OUTRIGGER Hospitality Group today announced the appointment of Jason Pirock as Vice President, Global Brand Marketing, effective September 1, 2025.

Pirock comes to OUTRIGGER from Springboard Hospitality, where he led marketing, brand and communications strategy for 50+ boutique hotels, restaurants and bars nationwide. He has more than 18 years of senior marketing leadership experience with Springboard, Aparium Hotel Group, and brands including Hyatt, Brookfield Retail Properties, Target and Sears.

“Jason is a dynamic leader with deep expertise in brand strategy and marketing, as well as a proven record of building and leading high-performing teams,” said Sean Dee, Executive Vice President & Chief Commercial Officer. “His leadership will be instrumental as we expand our global footprint and continue to elevate OUTRIGGER as the premier beach resort brand in the world.”

In his new role, Pirock will drive global brand strategy and lead the development of media and marketing initiatives. He will oversee creative and content strategy, brand campaigns, social media strategy, digital/seo marketing and communications while managing brand resources and ensuring consistency across all touchpoints, including all branded on-property amenities and programs.

Pirock holds a Bachelor of Science in Marketing Management from the University of Akron and has been recognized as a Brand Innovators ‘40 Under 40 Midwest’ honoree.

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ABOUT OUTRIGGER RESORTS & HOTELS

For more than 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](#) – a member of the award-winning Global Hotel Alliance (GHA). OUTRIGGER’s multi-branded portfolio includes OUTRIGGER Resorts, Hawaii Vacation Condos by OUTRIGGER®, The Kapalua Villas Maui and OUTRIGGER Honua Kai Resort & Spa while also managing select properties from top international hotel brands including Embassy Suites by Hilton®. Find out more at [OUTRIGGER.com](https://www.outrigger.com) or visit @OUTRIGGERResorts on [Facebook](#) and [Instagram](#).

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