

Sunriver Resort hires new Sales, Marketing Director

by Bend_Weekly_News_Sources

Jay Lee, Seasoned Hospitality Pro, Assumes Post at Central Oregon Property Sunriver Resort

SUNRIVER, Ore. — Andy Anderson, senior vice president of sales and marketing for Destination Hotels & Resorts, has announced that Jay Lee was hired as director of sales and marketing for Sunriver Resort. A perennial AAA Four-Diamond property, Sunriver is located 15 miles south of Bend, Oregon.

Lee, with more than 20 years of experience in the hospitality industry, comes to Sunriver Resort from Gemstone Resorts International in Park City, Utah, where since 2003 he was vice president of sales and marketing. During his tenure there, Lee played a key role in the acquisition and development of 14 new properties.

Lee's prior experience includes director of sales and marketing positions for both Resort at Squaw Creek in north Lake Tahoe, Calif., and Village at Breckenridge Resort in Breckenridge, Colo.

Lee, 56, was born in St. Louis, Mo., and is a 1972 graduate of University of Missouri at Columbia with a degree in business administration. He and his wife, Deanne McBrien-Lee, an artist, have recently relocated to central Oregon from Park City.

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