

Preferred promotes Caroline Klein to CCO



Global independent hotels brand Preferred Hotels has announced it is promoting Caroline Klein to the role of chief communications officer (CCO). Her new role will see her overseeing the company's full suite of communications, developing new strategies, and managing comms for the company's sister division, PHG Consulting.

This is the second major promotion for Preferred in fall of 2020. Late September, the group promoted Brenda Collin to SVP of its European operations.

Klein joined preferred in 2012 after stints in various agencies in New York and Chicago focusing on high-end and luxury travel. Her career highlights include the media launch of the I Prefer rewards programme, the rebranding of the business, and helping establish the company's PHG Consulting wing.

Lindsey Ueberroth, Preferred CEO, said: "Caroline is a strong leader with a proven track record of guiding our company through times of change by crafting thoughtful communications strategies that ensure our beliefs, mission, and commitments are consistent across all touchpoints and resonate with key audiences. Her passionate approach to storytelling, sharp business acumen and global perspective will continue to be great assets as the Preferred brand evolves for the future."

Her strategies for PR and social media for independent hotels have provided an ROI reaching as high as 203:1. Klein's 2020 has focused on managing the group's reputation during the global pandemic