L.A. Hospitality Association Elects Hirneisen President

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The Los Angeles chapter of the Hospitality Sales and Marketing Association International (HSMAI) has elected Pamela Hirneisen, director of sales and marketing for the Holiday Inn LAX, as its president. A longtime HSMAI member, Hirneisen brings more than 10 years of hotel experience to her position. Her responsibilities for HSMAI's L.A. chapter include supporting the association and its policies internally and externally, as well as exercising the governing authority of the board of directors when advised to do so by the board. She is also responsible to act as the main liaison between the board and the managing director, to enforce adherence to the association's constitution and by-laws, and to assure the integrity of the board process.

Bringing a background in hotel sales and revenue management, Hirneisen most recently administered the promotional and marketing efforts for the Courtyard by Marriott Los Angeles Westside. As director of sales and marketing, she was responsible for sales of $8 million annually. Among her accomplishments, the 260-room hotel opened in April 2008 after a $36 million renovation. Prior to her current position with Marriott, she worked with some hotel groups nationwide, including Millennium Hotels & Resorts, Huntington Hotel Group, and Interstate Hotels & Resorts. For more information, call 213-536-4182 or visit www.hsmailax.org.

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