

**JENNIFER A. OBERSTEIN**  
*Executive Consultant: Public Relations & Marketing*

Jennifer has over 15 years of public relations and marketing experience with a focus on the luxury hospitality experience. She is known throughout the industry for innovative tactics and creative results-oriented strategies. Her knowledge of the competitive marketplace as well as current industry and lifestyle trends make her an expert on the luxury lifestyle consumer; she creates opportunities to position brands as industry leaders and expert resources. Jennifer specializes in designing and implementing highly successful, creative corporate communications, marketing, partnerships and special events that expand domestic and international outreach to achieve critical strategic and revenue goals.

Currently, Jennifer is an independent consultant for luxury lifestyle brands including The Ritz-Carlton, Grand Cayman and Cathay Pacific Airways. She is also a member of the Grace Bay Resorts Marketing Advisory Board and the Public Relations Society of America.

Previously, Jennifer was Senior Director of Communications & Events at **The Leading Hotels of the World (LHW)** – the widely admired collection of more than 430 independent luxury hotels, resorts and spas in 80 countries. Based in the company's New York headquarters, Jennifer formulated and directed the global development and execution of corporate communications, media relations, events, partnerships, promotions and social media strategies. In addition, she managed the company's relationships, and directed its initiatives with the organization's three global press agencies based in Russia, the United Kingdom and Germany as well as seven in-house press managers located in Australia, China, France, India, Italy, Japan and the USA.

During a nine-year tenure as Regional Director of Public Relations for **The Ritz-Carlton Hotel Company**, she devised and implemented many of the luxury hotel group's most creative and successful publicity campaigns, generating considerable coverage and revenue. Before jumping into the hotel world, she worked for five years as an associate producer for **NBC News**.

Jennifer's expertise spans the media spectrum – including broadcast, print, electronic and social networking outlets. Her extensive on-property experience makes her uniquely familiar and understanding of the needs and expectations of all sides of the hotel/consumer/media equation. She earned a Bachelor of Arts degree with a double major in communications and history from the University of Pennsylvania.



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