



FOR IMMEDIATE RELEASE

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Visit Oakland Announces New VP of Sales and Services
Promotion of Director of Sales to New Role Will Enhance
Meeting Planner and Group Experience

(Oakland, CA) – **Visit Oakland**, the city's official destination marketing organization, is proud to announce the promotion of **Rhaneé Palma to Vice President of Sales & Services**.

Palma was formerly the Director of Sales for the organization and her new title will reflect her added responsibilities of overseeing booked meetings and convention needs, beginning to end. Palma and her sales team will follow through until the conclusion of the event to ensure a personalized and catered experience for meeting planners and attendees. Under Palma's direction, Visit Oakland aims to provide the utmost Oakland welcome and positive experience.



"We're extremely proud of Rhaneé and the success she has brought to the organization under leadership," says **Mark Everton, CEO of Visit Oakland**. "The outreach, training and focus that the sales team have provided to our hotel partners have helped to build a solid relationship with the hotel's sales departments. Rhaneé has been able to leverage her experience with hotels sales to better promote Oakland through trade shows, familiarization tours and direct client contact."

Palma is an industry veteran with 10 years of hospitality experience. Before accepting her role with Visit Oakland two years ago, she was the Director of Sales at Hilton San Francisco Financial District. Before that, she spent nine years in various local and regional sales roles with Marriott International, including the Oakland Marriott City Center and Courtyard by Marriott Oakland Downtown.

Palma holds a B.A. from University of California, Berkeley and is currently studying for her Certified Destination Managements Executive (CDME) credential.

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ABOUT VISIT OAKLAND

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, see our website at www.visitoakland.com.

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