



Appointments & Promotions

Mayakoba Appoints Carl Emberson Vice President of Operations and Marketing

RIVIERA MAYA, MX. January 21, 2016 – Mayakoba, an eco-luxury resort in the Riviera Maya owned and operated by OHL Development, has named Carl Emberson Vice President of Operations and Marketing. A venerable figure in the hospitality industry, Emberson is a management professional with more than 30 years of experience operating some of Latin America’s most successful and celebrated resorts. Emberson will oversee all marketing, communications and operational activity for the 1,600-acre Mayakoba development, which includes three luxury hotels – Banyan Tree, Fairmont and Rosewood – and the Greg Norman-designed El Camaleon golf course. A fourth hotel, Andaz Mayakoba, will open in late 2016.

“Carl is an ideal match for Mayakoba. He is an energetic and charismatic communicator who cares deeply about organizational development and has a powerful sense of respect for team building and creating meaningful events,” said Agustin Sarasola, Managing Director of Mayakoba. “We know he will carry Mayakoba into its next phase of triumph, and successfully drive the integration of Mayakoba’s assets, foster creative brand growth and build a solid platform for the future expansion of the development.”

“I am indeed thrilled to join the Mayakoba team, and certain that my experience and passion for luxury will contribute significantly to strengthening Mayakoba’s reputation as Mexico’s leading resort destination,” added Emberson.

A native of Fiji, Emberson’s distinguished career in the service and hospitality industry has afforded him a deep understanding of high-end brands. Most recently, he served as general manager of St. Regis Punta Mita, leading the property to exceptional success and growth. Emberson’s extensive experience in Latin America includes running Grand Hyatt Sao Paulo in Brazil and Park Hyatt Mendoza, Argentina, both as general manager. Emberson has also worked for Hyatt Regency Acapulco, as well as operated numerous restaurants, events and conferences throughout Latin America. Emberson’s international background will be instrumental in understanding all markets relevant to Mayakoba’s operation and growth.

About Mayakoba

Located in the Riviera Maya just 15 minutes from Playa del Carmen, Mayakoba is an eco-friendly resort development on the shores of the Caribbean in Mexico. Surrounded by natural beauty in its lagoons, pools and sugar sand beaches, Mayakoba is home to three luxury hotels – Fairmont Mayakoba, Rosewood Mayakoba and Banyan Tree Mayakoba. The resort also offers a spectacular 18-hole golf course designed by renowned architect and PGA legend Greg Norman. The signature course is home to the OHL Classic at Mayakoba – the only PGA TOUR event in Mexico. Six miles of freshwater lagoons that lead to a white sand beach with turquoise waters on the Caribbean Sea connect all of the hotels. Guests are transported in boats via canals made exclusively for the resort, which have led to Mayakoba being called “the Venice of the Yucatan.” Mayakoba is an eco-conscious development and has implemented significant practices to encourage sustainability. For more information, please visit www.mayakoba.com

Contact: for Media:

Sara Swiger

sswiger@discovercrc.com

310.664.8841