

Appointments & Promotions

McNeill Hotel Company Names Marci Jacobs as Vice President of Sales & Revenue Generation

Germantown, TN- based McNeill Hotel Company (MHC) today announced that hospitality industry veteran Marci Jacobs has joined the company to serve as Vice President of Sales & Revenue Generation. MHC President Travis Murray made the announcement.

In this role, Jacobs will be responsible for building an integrated approach to sales, digital marketing, and revenue generation to enhance collaboration and develop synergies among these functions at the corporate and property levels. Jacobs will also be intimately involved in organization-wide training activities and career development of McNeill personnel.

Jacobs has more than 25 years of hotel experience in direct selling, marketing, and revenue management. Prior to joining MHC, Jacobs was a Regional Director of Sales with Peachtree Group Hospitality Management, and before that, she was Regional Revenue Manager and Regional Director of Sales and Marketing with Aimbridge Hospitality.

Jacobs has also served in sales and revenue management roles with Crescent Hotels and Resorts, Marcus Hotels and Resorts, and John Q. Hammons Hotels. She has a Bachelor of Science degree in Hotel and Restaurant Administration from Oklahoma State University and has been a frequent hospitality-related guest speaker and lecturer.

"Today's highly competitive marketplace requires a holistic approach to top line revenue to maximize return on investment for ownership. We are extremely pleased that Marci has agreed to join the McNeill team to spearhead this integration of sales, marketing, and revenue management," Murray said. "In addition to her exceptional hospitality experience and accomplishments, Marci is a natural leader who motivates and guides teams with expertise and is a strong administrator."

In addition to working with Murray and the MHC Sales and Revenue Generation Teams, Jacobs will be working closely with Kim Knop, MHC Director of Business Development. "Marci's addition to McNeill is an important component in the strategic development of our innovative, responsive and highly efficient property management platform, designed to provide customized services to owner-investors, founded on long-term relationships," Knop added.

"I am so excited to join McNeill and to be able to play a role in the continued success and growth of this company. The foundational excellence and culture of McNeill is recognized industry wide, and I am proud to be a part of it. It is an exciting time for the company, and I am thrilled to be part of our next chapter in hospitality," Jacobs said.

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