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**FOR IMMEDIATE RELEASE**

**HOSPITALITY INDUSTRY VETERAN JAN SMITH  
APPOINTED DIRECTOR OF SALES AND MARKETING OF *THE  
WESTIN JACKSON* OPENING LATE SUMMER 2017 IN JACKSON,  
MISSISSIPPI**

**Jackson, MS (April 4, 2017)** – Wischermann Partners is thrilled to announce the appointment of Jan Smith as Director of Sales and Marketing of **The Westin Jackson**, set to open in late summer of 2017. With more than 30 years of experience in the hospitality industry, Smith will oversee all aspects of sales and marketing of the newly constructed hotel, reinforcing The Westin Jackson's mission to boost travel and tourism in downtown Jackson and transform every guest's stay into a revitalizing experience.

"There isn't a better person than Jan Smith to lead the sales and marketing efforts in Jackson," said Paul Wischermann, President & CEO of Wischermann Partners. "With her experience in the Jackson market in hospitality sales, Smith is a true asset to the new Jackson team and the hotel's anticipated success."

A resident of Jackson, Mississippi, Smith most recently served as Director of Human Resources of Fusion Hospitality and as Area Director of Sales for the Peachtree Hotel Group, helping achieve peak sales performance and revenue goals for six hotels under the Courtyard by Marriott, Hampton Inn, Fairfield Inn and Comfort Suites brands.

"In my work, my strengths lie in my creativity and drive to expand a brand and company's reach," explains Smith. "The Westin Jackson will be the premier property in Jackson, Mississippi. Because of this, we are in an excellent position to attract our hotel guests and local patrons with the unique experience of The Westin Jackson, which includes the best amenities and services available."

Previously, Smith was Director of Sales, Marketing and Catering at the Hilton Garden Inn King Edward Hotel, and Director of Sales at the Embassy Suites Ridgeland, where her efforts consistently exceeded revenue goals. She is an operations and management aficionado, with experience as a general manager, regional director and operations manager for a number of properties, including the Radisson Riverwalk Convention Hotel in Jacksonville, Florida and the Regency Hotel and Conference Center (Clarion Hotel). Smith is currently an active member of the National Association of Professional Women and Mississippi Society of Executives.

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### **About The Westin Jackson**

The Westin Jackson, set to open in late summer 2017, offers 12,000 square feet of highly functional meeting space and 203 luxuriously appointed guest rooms and suites. Featuring a unique wine bar & bistro restaurant concept and state-of-the-art spa, The Westin Jackson will celebrate the history and culture of Jackson, MS, also known as the birthplace of America's music. Marking the brand's debut in the state, The Westin Jackson will be ideally located in the heart of downtown Jackson and within walking distance to the Mississippi Museum of Art, the Federal Courthouse, the Planetarium and the historic music and arts theatre, Thalia Mara Hall. Also within one block from the hotel, the Jackson Convention Complex features over 300,000 square feet of flexible meeting and exhibit space for convention attendees.

### **About Wischermann Partners**

Wischermann Partners, Inc. is a national hospitality firm, focused on the operations of upper upscale and luxury hotels. Recognized by clients, peers and industry experts, Wischermann Partners brings a unique mix of knowledge, experience and insight to hospitality management, development and acquisitions. Currently, Wischermann Partners operates a hotel portfolio of more than 3,400 rooms. For more information about Wischermann Partners, please visit [www.wischermannpartners.com](http://www.wischermannpartners.com).