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The Westin New York at Times Square Names Dawna Naylor Director of Sales

Impressive Track Record, Proven Results & Starwood Background Make Naylor a Standout to Drive Revenue for One of NYC's Premiere Business Travel Hotels

New York, NY – December 3, 2014 – Starwood Hotels & Resorts announced the appointment of Dawna Naylor as director of sales at The Westin New York at Times Square, an 873-room luxury hotel in the heart of Manhattan's famed Times Square. Naylor, who has an impressive sales-based hospitality background, will report in to Jim Mooney, director of sales and marketing, while also working closely alongside General Manager Sean Verney.

In her new role Naylor will lead the charge for group, leisure and corporate sales at what was the very first Westin in New York City when it opened in 2002. She will oversee nearly a dozen people and will be responsible for all business development of groups and banquets, as well as city-wide conferences, domestic and international markets.

An experienced Starwood sales executive, Naylor was most recently the director of group sales for the Westin Waltham Hotel in Massachusetts. Naylor took her first Starwood post just over 12 years ago when she joined the Sheraton Braintree team as an on-call sales manager. Her hard work and passion were quickly noticed and rewarded; Naylor moved into the director of catering and convention services role and then was once again promoted to director of group sales. Naylor also had a five-year run at the Boston Park Plaza hotel where she was the director of catering and convention services.

"Dawna's tenacity and depth of sales experience will surely serve The Westin New York at Times Square well," said Verney. "We are thrilled to have her on board and look forward to having her be part of the hotel's continued success." The property's prime location in the heart of Times Square makes it a magnet for corporate travelers midweek and leisure guests looking for easy access to all parts of the city on weekends.

Naylor's award-winning track record includes repeated accolades for being manager of the quarter, leading catering and convention services team, manager of the year and more. "A fast-paced environment is where my comfort zone is; that is where visions are realized and goals achieved," Naylor said. "Times Square is one of the most exciting, bustling parts of the city and this iconic property is one that I am thrilled to be a part of."

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About The Westin New York at Times Square

A distinguished AAA Four Diamond ranked hotel, The Westin New York at Times Square stands at the crossroads of the world and is located at 270 W. 43rd Street amid the brilliance of Broadway. The hotel is within walking distance to over 40 theatres and many famous New York City attractions. All 873 Westin New York at Times Square hotel rooms and suites feature the luxurious Westin Heavenly Bed® and Heavenly Bathsm, and offer incredible views of the city skyline and the Hudson River. The hotel features New York City's first Shula's Steak House, Bar 10 lounge, and is interconnected to a 200,000 square-foot entertainment and retail complex featuring movie theaters, restaurants, and shopping. The Westin New York at Times Square was named one of America's Top 10 Healthiest Hotels by Health magazine and is a certified member of the Green Hotels Association.