

Tory Enriquez Appointed Director of Sales & Marketing At Texas A&M Hotel and Conference Center in College Station

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BENCHMARK®, a global hospitality company, has named Tory Enriquez director of sales & marketing for Texas A&M Hotel and Conference Center, which is currently under construction in College Station, Texas. The Benchmark Resorts & Hotels property is expected to open in Fall of 2018. Jay Rocha, vice president of operations for Benchmark, made the announcement.

Tory Enriquez's new position represents a return to the Benchmark organization for this hospitality veteran. She was most recently area director, sales & marketing for Howard Hughes Hospitality, overseeing the sales and marketing operations for The Woodlands Resort & Conference Center, The Westin at The Woodlands, and The Embassy Suites by Hilton The Woodlands Hughes Landing, each located in The Woodlands, Texas. In this role she successfully led the pre-opening and post-opening sales & marketing programs for The Westin and The Embassy Suites by Hilton.

Previous to this regional position, Ms. Enriquez served for a decade as director of sales & marketing for the leading and award-winning Woodlands Resort & Conference Center. She earlier held the same position for Benchmark at Del Lago Resort of Montgomery, Texas, which the company operated at the time.

Ms. Enriquez is a graduate of Texas A&M University, where she earned her Bachelor's of Business Administration degree with a Major in Management. She is a member of Meeting Professionals International (MPI) and is past-president of the Texas A&M Lettermen's Association. An award-winning professional, Ms. Enriquez and her team received the President's Award from the Houston Area MPI, the first time the award was presented to a team verses an individual. She is also the recipient of the Course Changer Award for excellence in Marketing from the Howard Hughes Corporation. Additionally, Ms. Enriquez is active in the March of Dimes March for Babies organization, having previously served as County Ambassador.

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