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ELITE ISLAND RESORTS APPOINTS CHIEF MARKETING OFFICER
All-Inclusive Caribbean resort group announces the appointment of new CMO

DEERFIELD BEACH, Fla. – Leading Caribbean resort group Elite Island Resorts has appointed Kari Tarnowski as its Chief Marketing Officer (CMO), reporting to Steven Heydt, President. She will be based in the company's Deerfield Beach office.

With over 20 years of experience in marketing management and promotion, Tarnowski will be responsible for overseeing the day-to-day marketing activities of Elite Island Resorts across a variety of platforms including e-commerce, digital and loyalty marketing, customer relationship management, brand management, advertising, public relations and social media.

Heydt said: "I am extremely pleased Kari is joining Elite Island Resorts. She brings extraordinary business expertise and her proven track record in leading marketing teams and leveraging marketing strategies will be a genuine asset to the company."

Prior to joining Elite Island Resorts, Tarnowski was Senior Vice President of Marketing for Sandals Resorts. Her past experience also includes senior marketing positions with Regent Seven Seas Cruises, Silversea Cruises, and Hotels.com.

Tarnowski commented: "I am thrilled to be joining the team at Elite Island Resorts at such an exciting time. I look forward to being a part of this highly successful team and developing innovative marketing programs to increase awareness of this wonderful brand."

Tarnowski holds a Bachelor's Degree from Vanderbilt University.

About Elite Island Resorts

Elite Island Resorts represents an impressive collection of all-inclusive beachfront properties in the Caribbean. Each resort provides something unique for every traveler, with offerings ranging from destination weddings and romantic escapes to family retreats and eco vacations. Resorts include: St. James's Club & Villas, The Verandah Resort & Spa, and Galley Bay Resort & Spa all in Antigua; St. James's Club Morgan Bay in St. Lucia; Long Bay Beach Club in Tortola, BVI; Palm Island Resort in the Grenadines; and The Club, Barbados Resort & Spa.

To learn more about Elite Island Resorts and their seven Authentic Caribbean resorts, please visit www.eliteislandresorts.com or call 800-771-4711