

**For Immediate Release:**

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**Jeffrey Baldasarre Named Director of Sales and Marketing for Cheeca Lodge & Spa**



**Islamorada, Florida Keys (October 21, 2009)** – Jeffrey Baldasarre has been appointed Director of Sales and Marketing for the iconic Cheeca Lodge & Spa in Islamorada, Florida which is reopening December 15, 2009. He brings to his new position over 20 years of experience in marketing, sales and public relations with leading hotel groups, individual hotels and resorts.

Most recently Baldasarre was Director of Sales and Marketing at The Standard Hotel and Spa in Miami Beach, responsible for all hotel facilities and services. Prior to that, he was Area Director of Sales, Marketing and Public Relations for the five-star Bentley Regal Palms Resort and Spa and the Regal Oaks Resort and Spa, both in Orlando.

His hospitality experience also encompasses executive marketing positions with Ian Schrager Hotels and the Boutique Hotel Group, both in New York City, The Boyle Hotel Group, Prime Hospitality, and Wyndham Hotels and Resorts in Boston.

Among his clients, Mayor Rudy Giuliani, CNN, MTV Networks, E Entertainment television, Promotional Considerations Inc., Liz Claiborne, and Conde Nast.

His appointment is effective immediately. He can be contacted at 305.517.4528 or [jb@cheeca.com](mailto:jb@cheeca.com).

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