



PRESS RELEASE

CONTACT INFORMATION:

Shane Keener

skeener@stanfordhotels.com

Karla Monterrosa Joins Hilton Woodland Hills as Director of Sales and Marketing

WOODLAND HILLS, CA (July 29, 2024) Hilton Woodland Hills, a premier hotel destination in the heart of Southern California, announces the hiring of Karla Monterrosa as its Director of Sales and Marketing. Monterrosa is an accomplished sales executive with over 12 years of experience promoting brands and leading properties to profitability. In this position, she is responsible for the overall sales and marketing, helping to maximize revenue and profit while providing the highest quality guest experiences.

Prior to joining Hilton Woodland Hills, Karla was the Pre-Opening Director of Sales for Island Hospitality Management with a Hilton focused hotel. Here she built the sales department, created a marketing plan as well as a robust sales funnel for a new property opening in Woodland Hills. Previously, Karla held an Area Director of Sales position with InnVentures and had originally begun her leadership role as Director of Sales for Island Hospitality Management. Previously, Karla held hospitality positions with HEI Hotels & Resorts as a Sales Manager and W Hotels and The Liberty Hotel as a Food and Beverage Manager.

"Hilton Woodland Hills is pleased to welcome Karla to the team" said, Michael Wilding, General Manager, "She is a strong leader with a proven track record of success in the local area. We look forward to Karla's positive impact as she leverages her sales knowledge and her knowledge of the market."

"I look forward to putting all my experience and passion for hospitality sales to work here at Hilton Woodland Hills," said Monterrosa. "This property is in the heart of a continuously growing community and I look forward to leading our exceptional sales teams to success." to bring many memorable moments not only to our guest, but to our associates as well"

###

For further information please contact:

Shane Keener

skeener@stanfordhotels.com

Hilton Woodland Hills

Hilton Woodland Hills, is a 330-room hotel located in the Warner Center of Southern California, in the Canoga Park and Woodland Hills neighborhood of the San Fernando Valley. Just a short distance from downtown Los Angeles, LAX, Hollywood and the Hollywood Bowl, the hotel features a variety of amenities, including The Runway Bar & Grill, and a fitness center. The hotel features over 19,000 square feet of meeting and banquet space that can be configured into 17 flexible venues. The catering staff specializes in business meetings and conferences, as well as weddings, sangeets, quinceañeras, and mitzvahs.