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Knowland Group CEO Michael K. McKean Named to Editorial Board of Hotel Business Review

Leading Hospitality Trade Publication Taps Knowland Group CEO for Editorial Leadership

Salisbury, MD—3/24/10— [The Knowland Group](#), a leading provider of business development solutions for the global hospitality industry, today announced that company CEO and Director of New Product Development Michael K. McKean has joined the editorial board of HotelExecutive.com, the leading online hotel industry business resource. In addition to providing editorial leadership to the publication, Michael will serve as a contributing editor to the web site's primary business journal, the [Hotel Business Review](#).

Since founding the Knowland Group in 2004, McKean has transformed the concept of professional business development for hotel group sales. Named as the second-fastest growing company in the travel industry by [Inc. Magazine](#), over 2,000 leading hotels rely on the Knowland Group's web-based business development solutions to grow their group business revenue.

"I'm honored to have the opportunity to contribute my perspective alongside some of the most well respected names in the hotel industry," said McKean. "HotelExecutive.com is a highly valued resource for hotel executives and I look forward to sharing my expertise on hotel sales and marketing, technology, and business development."

"We are very excited to have Mike join the Hotel Business Review's editorial board," said Benedict Cummins, CEO and Founder of HotelExecutive.com, the publisher of the Hotel Business Review. "He and his company are well known for staying on the cutting edge of hotel sales and marketing and his expertise will make him a valuable contributor to our online business journal."

McKean has overseen the development of all of the company's ground-breaking products and services, including [Insight](#), the largest database of hotel meeting activity in the world, and [Target Net](#), a revolutionary sales force automation and meetings management tool. Dedicated to a strong belief in innovation, the Knowland Group recently introduced the [Knowland Business Development Suite](#). This web-based package combines powerful business development software and service solutions with Knowland's sophisticated patents-pending Smart Targeting technology.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in Salisbury, MD, serves over 100 markets within the United States, Canada, Mexico, the Caribbean, the United Kingdom, Thailand and the United Arab Emirates. Recently featured on the [Inc. Fast 500 List](#), The Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).

About the Hotel Business Review

For 14 years, the Hotel Business Review online journal has provided white papers on best practices in hotel management and operations, authored by industry leaders. With a dedicated board of more than 150 contributing editors – some of the most recognizable names in hotels – the Hotel Business Review maintains a progressive flow of exclusive content every week, so that owners, operators, senior executives, investors and developers can stay informed on the constant change in the hotel industry. To subscribe click on <http://www.hotelexecutive.com/subscribe>.

About HotelExecutive.com

HotelExecutive.com is a business resource for hotel owners and operators and provides two signature services, the Hotel Business Review weekly journal, and the Hotel Newswire daily news distribution. Hotelexecutive.com serves as a connection point for senior level executives. For additional information visit HotelExecutive's web site at <http://www.hotelexecutive.com>.