

**For Immediate Release**

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## **Knowland Hires Record Breaking VP of Sales, Phil Saims**

### *Award Winning Sales Executive Shatters Records in his First Two Months at the Helm*

**Washington, D.C., 4/11/11-** [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, recently named [Phil Saims](#) as Vice President of Sales. Saims brings 16 successful years of hospitality sales experience to Knowland. His background in driving hotel sales revenue is a welcome addition to the sales team.

"I am very excited to join a company that helped me drive 15% of my new business as a Regional Director of Sales. Knowland's suite of products allowed me to target the right business at the right price for my hotels" said Saims. "My 16 years of experience with developing sales teams and driving revenue will be put to great use at Knowland."

In his first two months Saims produced record breaking sales results. The Knowland sales team increased sales in March by nearly 74% over the previous month, clocking the best monthly figures in the company's history – by almost 67%! The previous sales record, set in July 2010, was impressive by most standards, but under Saims's direction, the sales team smashed it and will only continue to defy expectations.

Saims's determination for excellence has been recognized numerous times by the hotel industry. Early in his career, as an associate Sales Director at a flagship Washington area Ritz Carlton, the hotel was rated number one in "Meeting Planner Satisfaction" among all Ritz Carlton's.

Prior to joining Knowland Saims was the Regional Director of Sales at the Crowne Plaza and Holiday Inn National Airport. During his tenure he was named "Director of Sales of the Year for North and South America" by the InterContinental Hotels Group (IHG). Under his direction, the hotel sales team received IHG's prestigious "Sales Team of the Year" award. Saims also drove the quality initiatives which led to the hotel receiving the "Quality Excellence and Torch Bearer Award" – the highest honor for guest satisfaction within IHG.

As the new Vice President of Sales, Saims will provide leadership to Knowland's ever-growing team of sales professionals. He will also oversee the recently-launched Professional Business Development (PBD) team. His expertise will be invaluable as demand for the PBD service increases.

"Having Phil join the team moves Knowland to a new level in the market place with his experience in managing all aspects of hotel sales teams, " said Knowland CEO [Michael K. McKean](#). "In the hotel industry Phil Saims was known as a proactive sales manager constantly looking for new business. He understands what hotels need in this current economic environment to move market share and profit for owners."

### **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 Lewes, DE, serves over 3,000 hotel clients and 25,000 users globally. Knowland was ranked as the fifth

fastest growing software company (public or private) in North America by Deloitte and the second fastest growing private company in the travel industry for both 2009 and 2010 by Inc. Magazine. For more information, visit [www.KnowlandGroup.com](http://www.KnowlandGroup.com), call 410-860-2270, or follow us on Twitter @knowlandgroup.