

# Ohana GRAM

WHAT'S NEW | OUTRIGGER HOSPITALITY GROUP

August 23, 2022

Dear Outrigger hosts,

Please join me in welcoming Wilbur Wong to the Outrigger family as senior content strategist. Wilbur started with us on August 17 and reports to Brent Shiratori, global brand.

Wilbur's focus will be on planning, creating, editing and publishing various digital content to owned media channels including website, mobile app, digital display network and in-room TV. He is responsible for our content calendar and will work with the internal creative team, agencies and freelancers to ensure content strategy meets business objectives. Additionally, he will evaluate the user experience to optimize content delivery and drive bookings and collaborate with internal stakeholders and conduct periodic audits to ensure content and messaging is current.



Most recently director of digital communications and previous to that online communications manager at Becker Communications, Inc., Wilbur also worked at Hawaiian Airlines as email marketing manager; Academy of the Pacific as technology manager/teacher; and at the University of Hawai'i (UH) at Mānoa Hamilton Library as information technology specialist.

Wilbur graduated from UH with a communications degree and has several community-speaking engagements under his belt including AD UP Hawaii, Association of Fundraising Professionals Aloha Chapter and Honolulu Board of REALTORS®. He is chair of the Internet Committee Board for the American Marketing Association Hawai'i Chapter and the Email Committee for Social Media Club Hawaii.

He and his wife have two girls, ages 11 and 8, and a dog named Boba. He enjoys photography and seeking out new eateries and has dabbled in close-up magic and balloon twisting. On his travel bucket list is New Year's Eve in New York City and Europe.

Welcome to Outrigger, Wilbur!

A handwritten signature in black ink, appearing to read 'SDee'.

Sean Dee  
Chief Commercial Officer