

Ohana GRAM

WHAT'S NEW | OUTRIGGER HOSPITALITY GROUP

August 7, 2024

Dear OUTRIGGER hosts,



Please join me in congratulating **JOSHUA HADDADI** on his promotion to Director of Digital Product, effective July 1, 2024. He reports to Jenna Villalobos, Senior Vice President Commercial Strategy.

In this role, Josh will be responsible for managing and enhancing the website booking engine, the tagging and analytics platforms, the localization platform and other optimization tools for outrigger.com. He will also identify and implement new digital products to increase conversion, and develop and implement best practices for merchandising products on the website while managing the digital OpEx budget.

Josh has been with OUTRIGGER for 10 years serving in roles with increasing responsibilities from an admin position to the Digital Solutions Manager where he developed solutions to enhance the digital guest experience. In 2017, he was honored with a Po'okela Excellence in Leadership Award for exceptional achievements by a manager that far exceeded expectations and goals.

During his tenure Josh redesigned OUTRIGGER's booking engine, spearheaded the Best Rate Guarantee project and was instrumental in launching our fully translated brand.com website and booking engine in Japanese. Josh has also been a pioneer with booking engine conversion, piloting retailing studios, The Hotel Network personalization messages, buy now pay later tool and he was the project lead in creating and managing digital reporting platform Google Analytics.

Congratulations on your promotion, Josh, your hard work and dedication have paid off and I'm sure you'll excel in your new role as the director of digital product.

A handwritten signature in black ink, appearing to read 'SDee', written in a cursive, stylized font.

Sean Dee
Chief Commercial Officer