



June 2018

Manchester's five-star hotel strengthens sales team with four major appointments

After the sale of Manchester's five-star Lowry Hotel last year to Singapore-based CDL Hospitality Trusts, the hotel is continuing to thrive with four new additions to their sales team.

Newly appointed to the team are Matthew Miller as Group Sales Manager, Thomas Ansbro as Sales Manager, Adele Goddard as Corporate Sales Manager and Abigail Moffat as Sales Research Coordinator - all bringing with them a wealth of experience in the hospitality and sales sector.

Matthew Miller who is joining the hotel from Hotel Gotham will use his 23-years' experience working in the sales sector to source and secure sales opportunities and ensure sustained success plus demand for The Lowry Hotel's high-quality services.

With six years' experience Adele Goddard joins the team as Corporate Sales Manager, where she will be tasked with developing and managing key corporate accounts. Prior to joining The Lowry Hotel, Adele spent a year working at the Oulton Hall Resort Hotel, which included devising and implementing the hotel's sales plan.

Joining the team as sales manager will be Thomas Ansbro, who was previously responsible for overseeing all proactive and reactive activity of the 148-bedroom Marriott Victoria and Albert Hotel.

Abigail Moffat has recently been appointed as Sales Research Coordinator, after starting at The Lowry Hotel in January 2017 as the Food and Beverage Coordinator. Abigail's consumer facing background is key for the task of building business relationships and generating sales leads.

The team will be joining Director of Sales, Scott Brown, who previously worked as the National Account Manager at The Marriot Group and joined the hotel in June of last year. The quintet of experienced executives will work together to maximize revenue opportunities across all functions.

Scott said: “We are thrilled to be welcoming four new members to the sales team as they all bring with them a wealth of experience, fresh ideas and passion to add to the continued success of the hotel.

“The new appointments aim to achieve revenue goals, drive profit and build brand awareness for the Lowry Hotel.”

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Notes to Editors

The Lowry Hotel

The five – star Lowry Hotel is an independent luxury hotel located on the Salford-Manchester boundary, and is the only hotel in the region to be part of the prestigious Leading Hotels of The World. Since opening in April 2001, the hotel has won over 60 awards.

The Lowry Hotel.

50 Dearmans Place, Chapel Wharf, Salford, Manchester, M3 5LH/

To book or for more information - www.thelowryhotel.com / 0161 827 4000.

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