

PRESS INFORMATION

New appointments at the Steigenberger Al Dau Resort.

Stefanie Glasser has been promoted to the position of Director of E-Commerce & Marketing Communications while Simone Richter is now the new Marketing Manager, both at Hurghada's leading 5-star deluxe Steigenberger Al Dau Resort on the Red Sea in Egypt.



The Steigenberger Al Dau Resort is pleased to announce the promotion of Stefanie Glasser to the position of Director of E-Commerce and Marketing Communications, effective 01 July 2009. In her new role, Stefanie will be instrumental in championing and driving ahead the e-commerce, marketing and communication objectives and strategies of the two hotels in the Resort, the 5-star deluxe Steigenberger Al Dau Beach Hotel and the 4-star Steigenberger Al Dau Club. The appointment emphasises the Resort's commitment to the evolving field of e-tourism business. With a master's degree in information technology from Bond University with a focus on web technologies, Stefanie is ideally suited for the challenging new role. She had joined the Resort as part of the opening team in October 2006, and had most recently held the position of Marketing & PR Manager. Stefanie's career has so far taken her from Japan to Australia, the Sultanate of Oman, and now Egypt.



The Steigenberger Al Dau Resort also congratulates Simone Richter on her promotion to the position of Marketing Manager, effective 01 July 2009. Simone, who previously held the position of Marketing Executive, joined the Resort more than two years ago, giving her in-depth knowledge to promote the two hotels in the Resort and to continue being an invaluable asset in all aspects of the Resort's marketing endeavours, including advertising, promotion, product development, distribution, and sponsorship. With outstanding artistic skills to her credit, Simone is the driving force behind all creative design concepts and implementations at the property.

Hurghada, October 08th, 2009