



Cass Jeffery: Project Manager

Cass Jeffery is a seasoned professional in Sales and Marketing, boasting a remarkable 15-year history within the dynamic and fast-paced hospitality sector. Over the course of her career, Cass has consistently played a pivotal role in driving the success of various hospitality establishments. Her approach combines a unique strategic vision, innovative marketing strategies, and exceptional sales expertise.

Whether collaborating with luxury resorts, boutique hotels, or international hotel chains, Cass has demonstrated her ability to lead comprehensive marketing campaigns, execute promotional events, and drive successful sales initiatives. Her profound understanding of customer relationships has been instrumental in establishing long lasting connections with clients and partners.

Furthermore, Cass brings a wealth of experience as an accomplished meeting and events manager. She has orchestrated a diverse range of events, spanning from corporate meetings and multi-day conferences to social celebrations and community gatherings. In this capacity, Cass not only showcases her organizational prowess but also cultivates strong interpersonal skills, fostering positive relationships with clients, vendors, and stakeholders.

Her passion for fostering positive connections extends beyond business, as she actively engages in initiatives that uplift and support the local community she lives in with her husband and two children.