



## **The Ballantyne, A Luxury Collection Hotel, Charlotte Appoints Heidi Nowak to Director of Sales and Marketing**

*Hospitality sales and marketing veteran brings twenty years of experience to Charlotte's preeminent luxury resort*

**Charlotte, North Carolina (December 5, 2018) – [The Ballantyne, A Luxury Collection Hotel, Charlotte](#)** is pleased to announce **Heidi Nowak** as the director of sales and marketing. A veteran of the hospitality industry, Nowak has more than 20 years of experience in sales, marketing communications, customer relationship management and operations in luxury hospitality.

“We are excited to welcome Heidi Nowak as the new director of sales and marketing at The Ballantyne,” stated Raj Radke, general manager of The Ballantyne, A Luxury Collection Hotel, Charlotte. “With her wealth of experience in various sales and marketing roles at luxury hotels throughout the country, we are confident in her ability to lead our passionate sales team while developing strong relationships and maximizing creative marketing opportunities.”

Heidi has extensive knowledge of the Charlotte market and possesses a passion for luxury hospitality. Most recently, she served as director of sales & marketing at Hotel Bennett, a new luxury hotel that will soon open in Charleston. In this role, she designed and directed all pre-opening direct sales, public relations and marketing communications initiatives.

Previously, Heidi worked for several years at The Ritz-Carlton Hotel Company. Heidi was director of sales & marketing at The Ritz-Carlton, Grand Cayman, a 375-room destination resort and residences on Seven Mile Beach. Heidi was also director of sales, marketing, meetings & special events at The Ritz-Carlton, Charlotte. She directed all pre- and post-opening sales and marketing efforts, including an effective launch and positioning of the brand and area's only LEED® Gold -certified hotel.

Prior to this, Heidi was conversion director of sales & marketing at The Ritz-Carlton Bal Harbour, Miami. In addition, she served as task force director of sales & marketing at The Ritz-Carlton Hotels of Washington, D.C., The Ritz-Carlton New York, Central Park and Westchester/White Plains properties.

Earlier in her career, Heidi was director of sales & marketing at The Ritz-Carlton Dearborn in Michigan. She began her career with The Ritz as associate director of sales & marketing at The Ritz-Carlton, Cleveland.

Originally from Cleveland, Heidi received an MBA and communications degree from John Carroll University. Heidi resides in Charlotte with her husband, Craig Heath. She speaks fluent German and in her spare time, she enjoys traveling and real estate investing.

In celebration of its 17<sup>th</sup> anniversary, The Ballantyne, A Luxury Collection Hotel, Charlotte recently unveiled a multimillion-dollar makeover, encompassing newly designed guest rooms and public spaces. Renowned Architecture and Interior Design firm [BLUR Workshop](#) was tapped to transform the hotel, implementing thoughtful designs that reflect authentic hospitality and timeless style. Since opening in 2001, the Forbes Four Star Ballantyne has personified authentic Southern hospitality through its design, attentive service and resort-style amenities, including indoor and outdoor pools, spa, golf, dining, fitness, tennis and green spaces and 30,000 square feet of meetings and events spaces. These enhancements represent an elevated experience for guests, one which closely honors the property's distinct heritage, making this sophisticated Southern hotel a modern classic. For more information, visit: [www.theballantyne.com](http://www.theballantyne.com)

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### **About The Ballantyne, A Luxury Collection Hotel, Charlotte**

The Ballantyne is a Forbes Four Star and AAA Four Diamond award-winning hotel located in Charlotte, NC. Featuring 208 elegant guest rooms and suites, The Ballantyne also offers a four-bedroom Cottage and a Lodge group retreat with 35 spacious guest rooms. Guests can enjoy meeting and event facilities, spa, fitness, indoor and outdoor pools, golf, Ballantyne Golf Academy, tennis and dining at Gallery Restaurant. The Ballantyne is owned and managed by Northwood Hospitality. For more information and reservations, call 866-248-4828, visit [theballantynehotel.com](http://theballantynehotel.com) or follow Twitter, Instagram and Facebook.

### **About Northwood Hospitality**

Established in 2010, Northwood Hospitality owns and manages a hotel portfolio of independent and branded properties, including Cheeca Lodge & Spa, Naples Grande Beach Resort, The Ballantyne, a Luxury Collection Hotel, Charlotte, The London West Hollywood at Beverly Hills, Tranquility Bay Beach House Resort, Aloft Charlotte Ballantyne, Courtyard Charlotte Ballantyne, and Staybridge Suites Charlotte Ballantyne acquired by Northwood Investors.

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