



FOR IMMEDIATE RELEASE

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**BRIAN SCHLEICHER PROMOTED TO DIRECTOR OF SALES AND MARKETING
AT THE BALLANTYNE**

CHARLOTTE, N.C. (April 10, 2017) –[The Ballantyne, a Luxury Collection Hotel, Charlotte](#) has named Brian Schleicher as director of sales and marketing. With more than 14 years of experience at the property, Schleicher will oversee sales and marketing efforts at The Ballantyne.

“Brian has unparalleled knowledge of our property and understands the needs of our discerning guests. Through his approachable leadership style and creative approach to selling, Brian will play a pivotal role as we evolve how we position our hotel,” said Peter Grills, general manager, The Ballantyne.

Most recently, Schleicher served as director of group sales. In this capacity, he led strategic planning for the group sales team and the individual markets for each sales representative. Schleicher also served as assistant director of sales and sales and marketing manager at the property. He joined The Ballantyne as express sales manager.

Schleicher began his career in hospitality as a certified front desk representative at Chetola Resort. He received a degree in communications and advertising from Appalachian State University in Boone, N.C.

About The Ballantyne, a Luxury Collection Hotel, Charlotte

[The Ballantyne](#), a [Luxury Collection](#) Hotel, Charlotte 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](#), Dana Rader Golf School, tennis and dining at [Gallery Restaurant](#). The Ballantyne is owned and managed by Northwood Hospitality. For more information and reservations, call 866-248-4824, visit theballantynehotel.com or follow [Twitter](#), [Instagram](#) and [Facebook](#).

About The Luxury Collection Hotels & Resorts

The Luxury Collection® brand is comprised of world-renowned hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Originated in 1906 under the CIGA® brand as a collection of Europe's most celebrated and iconic properties, today The Luxury Collection brand is a glittering ensemble, recently surpassing 100 of the world's finest hotels and resorts in more than 30 countries. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information and new openings, visit theluxurycollection.com or follow [Twitter](#), [Instagram](#) and [Facebook](#).

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