

MARKETING WITH IMPACT

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Week of January 20, 2014

ARTICLES AND PRESS RELEASES

Los Angeles Business Journal: Extended-Stay at Home with Franchising

Ric Villarreal, Oakwood's president, said the ExecuStay acquisition showed company leadership that franchising could assist it in fulfilling its goal of efficiently expanding into other secondary markets. Read the full article on the LiveWire.

Re:locate Magazine: Serviced accommodation: meeting your duty-of-care needs?

Re:locate magazine, a popular UK-based publication for HR, global mobility managers, global teams and those relocating recently featured an editorial on the importance for organizations to partner with experienced providers to navigate the complex landscape of global accommodations. Oakwood Worldwide's investment in duty of care and crisis response programs were highlighted as industry-leading examples of a provider going above and beyond.

Oakwood Worldwide Adds Seasoned, Global Leader to Sales Team

Oakwood Worldwide, the global leader in corporate housing and serviced apartments, announces the addition of Daniel Mohanrao as director of sales for the company's western region. In this capacity, Mohanrao will be responsible for leading a sales team to deliver against strategy for location-based clients.

This release was posted to the Oakwood and ExecuStay Linked In and Facebook pages on January 16. Be sure to "like" and share it within your networks. Find all press releases and news coverage on the Oakwood Worldwide newsroom.

If you have any questions regarding Brand on Demand, LiveWire or other general marketing inquiries, please reach out to the Marketing Team at <u>ExecuStayMarketing@oakwood.com</u>.

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