



**FOR IMMEDIATE RELEASE**

**TEXICAN COURT, A VALENCIA HOTEL, NAMES BRIANNA SEPULVEDA  
AS DIRECTOR OF SALES AND MARKETING**

**IRVING, TEXAS (Aug. 29, 2018)** – Valencia Group’s Texican Court, is pleased to announce the newest addition to its team, Brianna Sepulveda, as the director of sales and marketing. In her role, Sepulveda will be responsible for the day-to-day operations of the sales and marketing department, with a focus on maximizing hotel revenues, developing business strategies, establishing key business partnerships and elevating brand awareness in the region.

“Brianna has a wealth of experience in the hospitality industry and we are delighted to have her join the Texican Court team,” said General Manager John Thomas. “We are confident that her background will help us grow and distinguish our reputation in Dallas-Fort Worth. I look forward to her successes and watching Texican Court’s sales and marketing visions come to life under her leadership.”



**Director of Sales and Marketing  
Brianna Sepulveda**

Sepulveda joins Texican Court with more than 10 years of hospitality experience and extensive knowledge of the North Texas market. Most recently, she spent almost four years as senior sales manager for NYLO Las Colinas, where she was directly involved in managing sales, catering operations, training of sales team members and implementing sales practices within the department.

She began her career in the hospitality industry in 2005, serving in several sales positions with prominent hotel groups including Hilton Garden Inn in Dallas, Embassy Suites by Hilton Dallas Park

Central Area, and Holiday Inn Select in Richardson, Texas and Wyndham El Paso Airport in El Paso, Texas.

"I am excited and humbled to take on this new challenge," said Sepulveda. "I look forward to introducing guests to our property, developing strong business relationships and leading an effective sales and marketing department that contributes to Texican Court's overall business goals and marketing initiatives."

Sepulveda was always a highly organized planner in her personal life. She was given the opportunity to grow her experience and put her planning skills to use professionally during her four years as the lead catering and event manager at Wyndham El Paso Airport. Since then, Sepulveda has developed her skills through her other sales roles and various industry training programs. She is currently working to obtain her Certified Meeting Planner License and is a member of Hotel Association of North Texas, Irving Chamber and Visitors Bureau and Meeting Professionals of America.

#### **ABOUT VALENCIA GROUP**

Houston-based Valencia Group is a fully integrated hospitality company that provides management, development, branding and repositioning services for independent, full-service hotels owned by the company, in addition to third parties. Exceptional service, style and location have become brand trademarks. Earning both national and international recognition for their distinctive designs, amenities and settings, Valencia Group properties are destinations and gathering places within their respective communities, some further benefitting from and enriching their space within the cultural heart of a city. The company continues to forge a niche with hotels that anchor and add value to urban, mixed-use environments, which further support or enhance the guest experience with superior residential, restaurant, retail and office components. The Valencia Group portfolio currently includes the Valencia brands: Hotel Valencia Santana Row in San Jose, CA and Hotel Valencia Riverwalk in San Antonio, TX. The Sorella brand includes Hotel Sorella CITYCENTRE in Houston, TX by developer Midway. Other brands include Midway and Valencia Group's The George™ in College Station, TX and Midway's Hotel Alessandra in Houston, TX. The Court concept brands include Lone Star Court in Austin, TX, Cavalry Court in College Station, TX and Texican Court, coming soon to Irving, TX. For more information, please visit [www.valenciagroup.com](http://www.valenciagroup.com)

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