



MEDIA RELEASE

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ROD HEARN JOINS LEFT OF CENTRE STRATEGIES

Start up hospitality management company Left Of Centre Strategies (LOCS) has secured the services of industry stalwart Rod Hearn. Joining co-founders Robert MacSween and Justin Smith, Hearn brings to the company over 25 years of executive experience in hotels and resorts.

MacSween and Smith started the company in late 2008 with the intention to specialise in identifying existing and or start-up resorts and hotels of substantial potential in quality locations and adding bottom line value through high service standards and industry expertise for the developers and owners.

Rob MacSween has over 30 years experience in media marketing and communications and is well versed in the hospitality marketing arena.

Justin Smith has over 10 years IT experience providing web and IT development to resorts and has recently upgraded the reservation module of a major online booking system to permit choice options reflective of specific resorts.

Well known and respected in the hospitality industry, Rod Hearn's experience in hotels and resorts within Australia, Asia, and New Zealand will be highly beneficial to the LOCS' clients. Rod has worked with SPHC, Rydges, Radisson, Westin, Federal, Voyages and more recently, EcoPoint Resorts.

"We have a team of highly experienced hospitality professionals with superior knowledge in the industry consisting of individuals with specific skill sets that combined, provide dynamic and balanced management services," Mr MacSween, LOCS director said.

LOCS plans to maximise the commercial potential of its client's properties by implementing new business, management and development strategies that have been proven to work.

"Our company offers a complete and balanced management structure incorporating Operations, IT, Marketing, Finance, Human Resources, Engineering and Planning," Mr MacSween said.

"We have particular expertise in developing brands specifically in the eco sensitive area and have a proven track record for installing eco sensitive facilities and amenities in resorts and hotels.

"LOCS offers advice and implementation for all facets relating to eco friendly operations including accommodation, room amenities and facilities, sewerage and water treatment plants, landscaping and general environmental issues," Mr MacSween said.

The company plans to announce the first of its clients within the next few months. www.locs.com.au

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