

# C-suite Speaker Series Erica S. Kasel Chief Marketing Officer, The Boca Raton

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Nov. 9, 2021, 6 p.m. EST



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## Event information

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### Date and time

Nov. 9, 2021, 6 p.m. EST

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### Location

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#### University Center

Join Erica S. Kasel, CMO for The Boca Raton, for a discussion on the hospitality industry and how she brings her experience from Chanel and American Express to the resort and club. Event moderated by former CMO of The Ritz-Carlton Bruce Himelstein.

## Erica S. Kasel

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Erica S. Kasel is an award-winning luxury marketing leader with more than 20 years of experience across the hospitality, publishing, and fashion and beauty retail industries.



As Chief Marketing Officer at The Boca Raton, Kasel is charged with delivering a complete transformation of the brand experience. Her focus includes development of bespoke offerings, and immersive retail collaborations and programming, along with innovative communication strategies to reposition the resort and club as the No. 1 luxury resort destination in North America.

In her previous role heading up marketing and digital at Chanel for the U.S., Kasel led strategic communications, events and digital initiatives across the fashion, watch and fine jewelry division. She served on the company's cross-divisional brand, charity, and global task force committees. Most recently, Kasel was managing director at Traub, a leading global advisory firm, where she developed retail marketing and business strategies. Prior to that, she relaunched Clé de Peau Beauté for Shiseido's H.Q. brand team in Tokyo as CMO/CXO of Jane Smith Agency.

Kasel gained her deep knowledge of the luxury consumer lifecycle as vice president of marketing at American Express Publishing, where she published *Departures* and launched *Centurion* magazine to Platinum and Centurion cardmembers. Her career foundation in global hospitality sales and marketing was with Omni, Sheraton, The Michelangelo, Preferred Hotels & Resorts, and Leading Hotels of the World.

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## **Bruce Himmelstein**

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Bruce Himmelstein has been recognized as “One of The Top 25 Most Extraordinary Minds in Sales & Marketing” by The Hospitality Sales & Marketing Association International (HSMIAI).

An American Marketing Association Hall of Fame inductee, he has led some of the hospitality industry’s most prestigious brands, including Loews Hotels, The Ritz-Carlton and Oceania Cruises.

Himmelstein currently serves as an advisor to Lynn University.

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