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STAFF MOVEMENT

Will Loughran has been named **VP of Revenue Management & eCommerce Solutions** at **Sceptre Hospitality Resources** in Greenwood Village - CO, United States.



Officials of Sceptre Hospitality Resources, a leading revenue generation and eCommerce firm specializing in the hospitality industry, today announced that Will Loughran has joined the company as vice president of revenue management. He is responsible for optimizing top line revenues for the more than 500 Sceptre client hotels through cutting-edge revenue management programs. Previously, Loughran was vice president of revenue for Sage Hospitality Resources, where he was responsible for the highest market share gains and performance in company history. Prior to Sage he spent 17 years with Marriott Corporation rising to market and area leadership roles in sales and revenue management. He holds a Bachelor of Arts degree from Colorado State University and a Masters of Business Administration degree from Tulane University. He is chairman-elect of the Mile High Chapter of the American Red Cross and a founding board member of the Colorado State University Alumni Lacrosse Association. He is a frequent guest speaker at universities and hotel industry functions.

[Linked in profile](#)

Monday, 21 March 2011

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