



MANAGEMENT, PEOPLE, PROMOTIONS / HIRES

by Gregg Wallis April 21, 2025

McNeill names Katelyn Wiersma regional director, sales

Germantown, TN-based [McNeill Hotel Company](#) has named [Katelyn Wiersma](#) regional director, sales.

In this role, Wiersma reports directly to Marci Jacobs, VP, sales and revenue generation, and works with property-level sales and operational leaders within her portfolio of responsibility. She supports her hotels in developing and converting revenue opportunities in the group, negotiated and event segments. She advises operational teams on revenue forecasts and long-term sales strategies and supports the hotels in efforts to grow market share.

She has more than 15 years of experience in the hospitality industry. Immediately prior to joining McNeill, Wiersma served for more than four years at Springwood Hospitality as opening/area director, sales and new hotel development associate, where she participated in the traditional sales functions of her role and in the identification of potential new markets, brand relationships and franchisee agreements, top-line budgets and contracting procedures for the organization.

Her other hospitality positions have included working with Hawkeye Hotels as corporate director, sales; Sage Hospitality as task force director, sales; and multiple property-level management assignments.

"Katelyn joins our team with outstanding experience and performance at the property level and corporate positions, and is a dynamic leader with diverse experience in hospitality teams," said Jacobs. "I look forward to her contributions at McNeill as we continue to develop our commercial division."

Wiersma added, "I am excited to have this opportunity to join a highly respected industry leader like McNeill at this stage of my hospitality career."

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