



PEOPLE, PROMOTIONS / HIRES

by Gregg Wallis May 6, 2025

McNeill names Vanessa Gillman corporate director, revenue

Germantown, TN- based [McNeill Hotel Company](#) recently named [Vanessa Gillman](#) to the position of corporate director, revenue.

In this role, she reports directly to Marci Jacobs, VP, sales and revenue generation, McNeill Hotel Company, and work closely with corporate and regional teams involved in revenue management. Among her responsibilities, Gillman's main focus will be on the oversight and development of total revenue strategy for a portfolio of hotels. She will systematically monitor revenue activity, identify opportunities for growth and implement strategies to capture these opportunities. She will play a key role in market analysis and identify trends and market share. She will also work closely with the company's e-commerce/digital marketing department to facilitate strategic plans for individual properties, while analyzing and capitalizing on channel distribution.

Immediately prior to joining McNeill Hotel Company, Gillman served for more than ten years at MCR Hotels as regional director revenue management, where she was responsible for maximizing the revenues and profitability of a portfolio of Marriott- and Hilton-branded properties, which included hotels in dynamic tier one markets.

Previously, she worked with White Lodging Services as director, market strategy, regional revenue manager, and inventory revenue manager.

"We are excited to have Vanessa join our McNeill team," said Jacobs. "She has outstanding experience and accomplishments in all areas of revenue management, and success in leading strategic vision in her hotels. Vanessa's experience in owner relations and her excellent communications skills will help to foster our third-party relationships, as we continue to build on an integrated approach to sales and revenue management."

Gillman added, "The McNeill name is known industrywide for its culture and its award-winning properties. I welcome this wonderful opportunity to join McNeill Hotel Company and work with the team to build out their strategic revenue vision for continued company growth."

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