

CAMILLA A. HARDEE
*Senior vice president
marketing and communications*
29 years of service



- marketing/branding
- market research
- communications
- public relations
- creative direction

Cami Hardee is involved in market research, branding and marketing efforts for all of Woodbine's projects, serving as liaison with operators' sales and marketing teams. She manages the marketing function for Woodbine's master-planned projects and is the company's liaison with marketing staffs at Woodbine-owned/developed hotels. Additionally, she handles the company's market research efforts in the predevelopment phases of all projects. She also serves as project manager for the 524-acre Legacy Trails project in San Antonio, Texas.

Ms. Hardee joined Hunt Oil Company as a public relations writer in 1980, was promoted to manager - corporate communications in 1985, and transferred to Woodbine in 1991 as vice president of marketing. She was promoted to senior vice president in 2004. Prior to joining Hunt, she worked as a reporter and editor for *Dallas/Fort Worth Business Journal*, *Arlington Citizen-Journal*, *The Jackson (Tenn.) Sun* and the *North San Antonio Times*.

She has managed a number of award-winning communications projects, including the pre-opening advertising and branding campaign for Hyatt Regency Lost Pines Resort and Spa, which was honored with an Addy award.

EDUCATION

Bachelor of Arts, journalism, magna cum laude, Trinity University, 1976
Master of Business Administration, marketing emphasis, University of Texas at Arlington, 1989

AFFILIATIONS

Beta Gamma Sigma
Texas Travel Industry Association
Urban Land Institute (ULI)
Commercial Real Estate Women (CREW)
Public Relations Society of America (PRSA)
Hospitality Sales and Marketing Association International (HSMIAI)
International Association of Business Communicators (IABC)
Dallas, Fort Worth, San Antonio and Plano chambers of commerce
North Texas Commission

SELECT WOODBINE PROJECT EXPERIENCE

Hyatt Regency Dallas, Dallas, TX
Reunion Tower, Dallas, TX
Union Station, Dallas, TX
Hyatt Regency Hill Country Resort and Spa, San Antonio, TX
La Cantera Golf clubhouse, San Antonio, TX
The Westin La Cantera Resort, San Antonio, TX
Hyatt Regency Lake Las Vegas Resort, Henderson, NV
The Westin Kierland Resort & Spa – Phoenix/Scottsdale, AZ
Hyatt Regency Lost Pines Resort and Spa, Austin/Bastrop, TX
Kierland Commons, Phoenix/Scottsdale, AZ
Plaza Lofts, Phoenix/Scottsdale, AZ
Hyatt Place, Phoenix/Gilbert, AZ
Hyatt Place, Houston/Sugar Land, AZ
Fossil Creek, Fort Worth, TX
DFW Freeport, Irving, TX
Legacy Trails, San Antonio, TX
Kierland, Phoenix, AZ
EDS/Legacy, Plano, TX