



RLH Corporation Names Vinod Sankar Senior Vice President and Chief Digital Officer

April 2, 2019

Innovative and strategic digital expert to spearhead global digital and eCommerce strategy

DENVER, April 02, 2019 (GLOBE NEWSWIRE) -- [RLH Corporation](#) (NYSE:RLH) continues to elevate its senior leadership team with the addition of Vinod Sankar as Senior Vice President and Chief Digital Officer. In this newly established role, Sankar will be accountable for delivering company growth through evolving RLH Corporation's global digital strategy, technology innovation and online customer experience.

Sankar joins RLH Corporation from MSG Ventures, a subsidiary of The Madison Square Garden Company, where he served as Vice President of Product Development & Partnerships. Sankar drove development of MSG Ventures' artist and audience-focused technology stack and its go-to-market strategy for iconic live entertainment venues that pioneer next generation of transformative, immersive experiences.

Sankar has nearly 20 years of experience in technology-driven organizations. He has created strategies to launch cutting-edge products, pioneered new markets, forged mission-critical partnerships and alliances, optimized processes, and played a key role in M&A activity and in subsequent post-merger integrations. Prior to MSG Ventures, he held senior leadership roles in product management, digital strategy and operations in companies such as Atlice USA, Yahoo, Minacs and [24]7.ai. He additionally has hospitality industry experience at Taj Hotels Resorts & Palaces.

Sankar is passionate about technology's role in social empowerment and continues to be an active member of both the Bay Area and New York technology communities. He holds graduate-level certifications in Customer Analytics from The Wharton School, Operations Management from MIT Sloan School of Management, Product Management and Innovation from UC Berkeley Haas School of Business, Thought Leadership from the Indian Institute of Management, and an undergraduate degree in Hospitality Management from Bangalore University, India.

"RLH Corporation continues to attract extremely talented individuals with unique and impressive backgrounds and this is especially true of Vinod, who will lead our global digital strategy, customer experience and revenue optimization," said RLH Corporation President & CEO Greg Mount. "RLH Corporation is a digital and technology-first organization. We put a lot of time and effort into finding the right person for this role, and I could not be more excited to welcome Vinod to the organization. I am positive we will see great things and new innovations come out of his team."

Sankar will be located in the Denver headquarters office.

To learn more about franchising with RLH Corporation, visit franchise.rlhco.com. We don't wait for the future. We create it.

About RLH Corporation

Red Lion Hotels Corporation is an innovative hotel company doing business as RLH Corporation and focuses on the franchising, management and ownership of upscale, midscale and economy hotels. The company focuses on maximizing return on invested capital for hotel owners across North America through relevant brands, industry-leading technology and forward-thinking services. For more information, please visit the company's website at www.rlhco.com.

Social Media:

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