



**FOR IMMEDIATE RELEASE**  
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**THE HAY-ADAMS ANNOUNCES NEW SALES AND MARKETING DIRECTOR**

Washington, D.C. — The Hay-Adams, one of the world’s leading luxury hotels, is pleased to announce the appointment of Sarah Deam as Director of Sales and Marketing.

Ms. Deam has been with The Hay-Adams since 1999, first as Sales and Catering Coordinator, then as Conference Services Manager, Front Office Manager, and since 2004 as Director of Group Sales. A native of Cheshire, England, she began her hotel career at Cheshire’s Chester Grosvenor Hotel and trained in the United States at the Boston Harbor Hotel. Ms. Deam received a B.A. in International Hospitality Management from the University of Brighton. Prior to moving to Washington and joining The Hay-Adams, she spent three years working for the Hotel and Catering Training Company in Manchester, England, where she conducted training courses and certification for national qualifications for the industry.

“We are delighted to have Sarah accept her new responsibility, having observed her over the years performing exceptionally well in every position assigned to her,” said Hans Bruland, Vice President and General Manager of The Hay-Adams.

**About The Hay-Adams**

Located at Sixteenth and H Streets, at Lafayette Park across from the White House, The Hay-Adams is Washington's finest luxury hotel and one of the most historic and celebrated properties in the world. The Hotel offers 145 rooms and suites, many with White House views. It has won numerous awards for its impeccable service, and is a member of The Leading Hotels of the World, an exclusive group of discriminating luxury hotels worldwide. For more information, please visit [www.hayadams.com](http://www.hayadams.com) and follow The Hay-Adams on Facebook and Twitter (@HayAdamsHotel).

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