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**Grand Traverse Resort and Spa Names New Director of Sales**

ACME, Mich., October 19, 2020 – Grand Traverse Resort and Spa is thrilled to announce Katie Leonard as their new Director of Sales. “I am honored to move into this position,” Leonard says. “I started at the Resort in 2010 and it’s been remarkable to see how things have evolved over the years.”

Leonard began her career at the Resort in the golf department working with food and beverage and a year later became the Golf and Spa Sales Manager. “I had that role for nearly five years and it’s where I fell in love with connecting with people, bringing them to the Resort and helping them experience everything this property offers.” In 2016, Leonard became a national sales manager, working with the Resort’s largest market. “Bringing in and booking new annual conferences is very rewarding,” Leonard says. “2019 was my most successful year. I was able to secure more than \$7.5 million in revenue. None of that is possible without great relationships within the industry and a fantastic team on property to execute the events. It takes a village!”

2020 brought new challenges to the conference sales and hospitality industry, situations Leonard says she never tackled before. “In person meetings offer the value of connection between speaker and attendee along with industry collaboration through networking opportunities that simply cannot be replicated through virtual platforms,” Leonard says. Leonard was named Interim Director of Sales in June, as COVID-19 created an unimaginable shift to the industry. “Our team has had to quickly shift its priorities to develop new safe practices, protocols and identify new and unique opportunities to promote the importance of in person gatherings.” Her leadership and adaptability are what led to the return of two large group meetings in August and September. “The way Katie stepped in to one of the Resort’s most important positions was incredible,” says Matthew Bryant, general manager. “Right away she began reconnecting with clients, continuing to build that trust, and sharing why the Resort is the right place to hold safe and successful meetings.”

Leonard will oversee all national sales managers, executive meeting managers and sales administrative staff.

Media images are available [here](#).

About Grand Traverse Resort and Spa

Nestled among the freshwater beaches and hardwood forests of Traverse City, MI, Grand Traverse Resort and Spa is miles away from ordinary. Featuring nearly 600 guest rooms and 86,500 square feet of meeting space, the 900-acre property is one of Michigan’s premier resort destinations. The Resort is also home to three championship golf courses, the renowned Spa Grand Traverse, and *Wine Spectator* Award of Excellence winner Aerie Restaurant & Lounge. Visit grandtraverseresort.com or call 800-236-1577 to learn more.