



Ventura County Star Apr 25, 2015

## BUSINESS BRIEFS CAMARILLO

Sales, marketing director named

Las Posas Country Club has hired country club and hospitality business development veteran David Driscoll as its new director of membership sales and marketing.

With specific expertise in the development and execution of strategic membership acquisition and retention campaigns, Driscoll brings more than 25 years of professional sales and marketing experience in the travel, hospitality and water domains to the role.

The appointment further expands Las Posas Country Club's senior management team, and strategically supports its ongoing business development and brand-building initiatives within the regional golf and business communities.

Driscoll reports to Don Meyers, general manager of Las Posas Country Club, with additional reporting responsibilities to president Tom Walling and the club's board of directors.

Before arriving at Las Posas Country Club, Driscoll spent nine years as director of membership sales and club administrator at Saticoy Country Club in Somis.

Previously, Driscoll was the operations manager for 15 years at Rayne Corp., a manufacturer and distributor of water softener and conditioning systems, and front desk manager at the Embassy Suites Mandalay Beach Resort in Oxnard.

[http://www.vcstar.com/business/business-briefs\\_49500797](http://www.vcstar.com/business/business-briefs_49500797)