



COTE HOSPITALITY APPOINTS NEW CHIEF FINANCIAL OFFICER AND COMMERCIAL STRATEGY VICE PRESIDENT, PROMOTES ADDITIONAL TEAM MEMBERS

MINNEAPOLIS, MINN. (September 2023) – Cote Hospitality, the hospitality group that for over 100 years has specialized in the management of resort facilities and services and real estate and development operations, is pleased to announce several significant additions to its leadership team. This includes the appointments and promotions of Regina Pruitt as chief financial officer, Merrick Dresnin as chief people services officer, Jeff Wermager as vice president, commercial strategy, and Karen Gilbertson as vice president of projects and analytics.

“We’re in an exciting time of revitalization and growth at Cote Family Destinations, a legacy, family-owned company that has managed destinations beloved for their authenticity and hospitality for over 100 years,” said Agnelo Fernandes, CEO of Cote Family Destinations. “With each of their unique and valuable insights and experiences, Regina, Merrick, Jeff and Karen are already influential members of our leadership team as we look towards an exciting new chapter of expansion for our company.”

Poised to become instrumental in the growth of Cote Family Destinations, Pruitt joins the company from Charlestown Hotels, where she served as vice president of finance for the entire portfolio of forty boutique, soft-branded, and branded hotels, as well as the corporate operation. With over fifteen years of experience helping hospitality organizations reach their full potential, in addition to boutique and lifestyle properties, Pruitt’s background includes resorts, such as PGA National Resort, Spa, & Golf Club, and branded hotels, including Radisson Hotel Group Americas. Over her career she has focused on managed hotels, on-boarding and opening new properties, and developing outstanding hotel finance teams. She specializes in system and process implementation, finding efficiencies, and making hotel finance accessible and practical for all.

As Chief People Services Officer, Merrick Dresnin oversees all functional areas of people management, focusing on championing the company's culture through retaining exceptional associates and acquiring the right talent. He joined Cote Family Destinations in 2017 as corporate director of human resources. His over two decades of expertise lies in opening properties and restructuring human resources teams in a manner best suited to ensure business success. Through his efforts, past organizations frequently earned ‘best place to work’ awards. Dresnin has published multiple human resource articles for various industry publications and has both taught and guest lectured at hospitality schools around the country.

As vice president of commercial strategy, Wermager is instrumental in guiding positioning and influencing pricing of all revenue generation initiatives. He brings over 30 years of experience in the hotel industry spanning the property and corporate levels at Radisson Hotel Group Americas. There he served as vice president of channels & distribution and was responsible for guiding the strategic direction of third-party partnerships, contact center and commercial services. He is a current member of HSMAI’s inaugural Global Distribution Advisory Board and is a Certified Revenue Management Executive.

Gilbertson joined Cote Family Destinations three years ago as company director of information technology. Now serving as vice president of projects and analytics, Gilbertson works closely alongside the CEO and leadership team to collaborate on the strategy and prioritization of future capital expenditures. She is also responsible for information technology strategy and business applications, enterprise project management and analytics for Cote Family Destinations' resorts and camps. Prior to working at Cote Family Destinations, Gilbertson was franchisee owner for Showhomes' Minneapolis location, where she increased revenues by 33% and received the Rising Star Award, and she served as director of IT and hotel systems development at Carlson.

Cote Family Destinations specializes in the management of resort facilities and services including accommodations, golf, spa, food and beverage, retail, equestrian, and conference, and special events. Through an intimate collection of resort and camp holdings in Minnesota and Arizona and an array of managed properties, Cote Family Destinations enriches the lives of its customers and guests by providing unique and special memories and experiences. A spirit of hospitality and authenticity guides the personalized and distinctive service for which Cote Family Destinations is known, and the guiding principles of tradition, character, and excellence continue to be the foundational values that have served the company for generations.

For more information, please visit cotehospitality.com.

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