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Margaritaville Lake Resort Lake Conroe | Houston Announces Key Promotions and New Hiring

Montgomery, Texas (Aug. 6), 2024—Margaritaville Lake Resort Lake Conroe | Houston today announced it has promoted Erika DeLaCruz to food and beverage (F&B) director and Ralph Smith to director of golf, spa, and member services. Additionally, the destination is pleased to welcome Jermaine Hall as the new director of rooms.

Erika DeLaCruz Promoted to F&B Director

With over two decades in the hospitality industry, DeLaCruz is passionate about delivering memorable guest experiences.

"Erika's promotion to F&B director is a testament to her hard work, dedication, and exceptional leadership," said Kevin Herbst, general manager for Margaritaville Lake Resort. "We are confident that our F&B operations will continue to delight all our guests under her direction."

Since the resort's opening in June 2020, DeLaCruz has been instrumental in launching six unique dining concepts, driving profitability, and enhancing guest satisfaction.

Before joining Margaritaville Lake Resort, DeLaCruz served as restaurant manager at the Seminole Hard Rock Resort & Casino in Tampa, Florida. She also has experience working for the Gaylord Palms Resort & Convention Center in Kissimmee, Florida, and the Ritz-Carlton in New Orleans.

She holds a Bachelor of Science in business administration with a minor in hospitality management and human resources from the University of New Orleans. Fluent in English and Spanish, she is known for her hands-on approach and commitment to the philosophy of "laissez les bon temps rouler," ensuring each guest at Margaritaville Lake Resort has a wonderful time.



Ralph Smith Promoted to Director of Golf, Spa, and Member Services

The resort is also proud to announce Ralph Smith's promotion to director of golf, spa, and member services.

"Ralph's promotion recognizes his outstanding contributions and leadership in our golf operations," said Herbst. "We are excited to see him bring the same level of excellence to our spa and membership program."

An avid golf professional, Smith earned his PGA membership in 2008. He holds multiple certifications in club fitting, repair, and teaching and is dedicated to helping others improve their golf game.

Before joining Margaritaville Lake Resort, Smith served as the director of golf at La Torretta Lake Resort and Spa.



Jermaine Hall Hired as Director of Rooms

Jermaine Hall recently joined Margaritaville Lake Resort as the new director of rooms, bringing extensive experience in hospitality management and operational leadership.

"Jermaine's extensive background and commitment to the guest experience make him the perfect fit for our team," said Herbst. "We look forward to having him lead the management of the front office and the vital functions of housekeeping, laundry, security, and recreation and retail operations."

Hall's previous experience includes Sheraton, Hyatt, Omni Hotels & Resorts, and Marriott roles. Hall earned his Master of Science in Management from the University of Phoenix and a hospitality certificate from Florida Atlantic University.



For more information about Margaritaville Lake Resort, visit <https://www.margaritavilleresorts.com/margaritaville-lake-resort-lake-conroe>.

About Margaritaville Lake Resort Lake Conroe | Houston

The Margaritaville Lake Resort Lake Conroe | Houston, an all-suite resort, features 335 guest suites, including 32 lakefront cottages, on 186 lakefront acres on Lake Conroe. It is the first Margaritaville Resort in Texas. Bars and restaurants feature signature Margaritaville dining concepts – the LandShark Bar & Grill with boat slips on Lake Conroe, the 5 o'Clock Somewhere Bar, the Lone Palm Pool Bar, the License to Chill Bar & Café, Joe Merchant's Coffee & Provisions, Boathouse Bar and Lounge, and a Margaritaville Retail Shop.

Margaritaville Lake Resort Lake Conroe | Houston offers an array of recreational activities: an 18-hole golf course, a 3.5-acre waterpark with a lazy river and outdoor pools, pickleball, tennis, swimming, boating, and fishing. Margaritaville's popular full-service St. Somewhere Spa and a spacious Fins Up Fitness Center provide exceptional wellness options. With 72,000 square feet of indoor/outdoor meeting space, the resort can host special events and meetings of every size. Located just an hour from Houston and about three hours from the major hubs of Austin, Dallas, and San Antonio, the resort is

within easy reach of over 19 million Texans. The project is a joint venture of Songy Highroads (SHR) and The Wampold Companies. The Margaritaville Lake Resort Lake Conroe | Houston, is part of BENCHMARK®, a global hospitality company's Benchmark Resorts & Hotels portfolio. In 2023, the resort received a prestigious MICE Award in the Texas Best Incentive Hotel category. The World MICE Awards celebrate and recognize excellence in the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry globally, highlighting the best destinations, hotels, and service providers. In 2024, Margaritaville Lake Resort was named as "Top 7 Resort to Visit in Texas" by Traveling Lifestyle, a popular travel and leisure website.

In 2023, Margaritaville Hotels & Resorts was ranked #1 in Guest Satisfaction among Upper Upscale Hotel Brands in the J.D. Power 2023 North America Hotel Guest Satisfaction Study.

About Pyramid Global Hospitality

Pyramid Global Hospitality was formed by the 2021 merger of two hotel and resort management companies, creating the most owner-focused, experiential company in the industry and its best workplace. The organization's global portfolio spans more than 240 properties in the U.S., Caribbean, and Europe. It maintains offices in Boston; The Woodlands, Texas; Cincinnati; and London. For more information, visit www.benchmarkpyramid.com.