



Welcome Jennifer Massullo!
Director of Sales, Oak Bay Beach Hotel
Victoria, British Columbia

We asked Jennifer what she is most looking forward to as a SITE member:

"Making new connections with people and seeing innovative recovery initiatives..."

As part of our Member Snapshot initiative we conduct short interviews with our members about their industry, career, etc.
Click on the link below for Jennifer's full interview.

JENNIFER MASSULLO, DIRECTOR OF SALES, OAK BAY BEACH HOTEL, VICTORIA, BRITISH COLUMBIA

Quick overview of your role and where you see your organization headed.

I fell in love with hotels working in Housekeeping at the iconic Fairmont Banff Springs. Hospitality people are some of the warmest and most fun people I have ever met. From there, I transferred to Vancouver Island to work at Fairmont Empress Hotel in various roles from operations to sales. I left the industry in 2016 to take care of my two little ones. In 2018, I became Sales Manager for Oak Bay Beach Hotel and progressed to Director of Sales.

I see Victoria, BC really being put on the map for Incentive Travel. We have so much going for us on Vancouver Island, from ski to surf in a few hours' drive. A vibrant dining scene, spas, and oceanfront where you can watch Orca Whales - we really have it all.

What has living in COVID times allowed you to develop or focus on that you may not have done otherwise?

Having taken over as Director of Sales in the midst of the chaos, it's given me the opportunity to really dive into our offerings and focus on how we can improve. There's so much we've had the chance to look at, develop and change for the better. I am really excited to showcase all of it.

What are you most looking forward to as a SITE member?

Making new connections with people and seeing innovative recovery initiatives.

What is the best piece of advice you ever received about our industry?

Where there's a will, there's a way. People who have the will and the strength to get through these uncertain times are the ones that have truly found a way, whether it's keeping people employed, pivoting to online services, or giving back to communities. It's through all this that we truly see the passion for our industry and the people in it.

What career advice would you give to your younger self?

Don't wait passively. Seize every opportunity that comes your way. Decide what you want to do with your life and determine the things you need to do to get there. Most importantly always be true to you, if something isn't working, leave it.

What do you do for fun?

I spend time with my family out in nature. One of our favourite things to do is take a road trip to Tofino and play in the surf for a few days. Our family also has taken up skiing at Mt. Washington, and our kids now seven and eight have really picked it up. We are surrounded by hiking trails and love to build sand castles at the beach. We are very lucky to live here.