

Juancho Sueyro Joins the Sandos Hotels & Resorts Chain as Commercial Director

Playa del Carmen, February 22, 2021. In response to the challenges brought about by the global situation as of 2020, Sandos Hotels and Resorts has recruited Juancho Sueyro, a tourism specialist with extensive experience in critical companies who is now integrated as Commercial Director of Sandos Hotels and Resorts in Mexico.



Within this Commercial Director's brilliant career are some notable moments, such as his time at Grupo Posadas, where he served as Vice President of Sales for resorts and international markets. He also had a notable career in BD Experience of Best Day Travel Group, where he went from having the Corporate Commercial Directorate to assuming the Commercial Vice Presidency until last year.

Juancho, as everyone knows him in the tourism industry, is not only an expert in project development and public relations, he is also a great fan of high-performance sports, which is why he has participated in marathons and Ironman 70.3 competitions. This lifestyle has led Juancho himself to overcome more and more challenges, and Sandos Hotels and Resorts are currently part of this new stage.



In the new Commercial Director's own words, it is important to consolidate in the short term a team that lives with the pillars of leadership that he has managed during his career, which are order, focus, discipline, and, above all, good humor. It is also aware of the stiff competition the chain is facing, as a result of current market circumstances, and hopes to increase customer loyalty and boost Sandos Hotels and Resorts' expansion.

Likewise, Juancho Sueyro addressed those who have seen their work in the hotel industry affected due to the current situation: "There is a phrase from the Chinese thinker Confucius that says: Choose a job that you are passionate about, and you will not have to work a day in your life. Without a doubt, passion is what moves us every day to give our best, and as leaders and executives in this industry, we have a responsibility and commitment to generate results that allow us to create jobs. In addition, he expressed his commitment to contribute what is in his hands so that those who had to leave their work can return.

About Sandos Hotels & Resorts

Sandos Hotels & Resorts is a young brand that has become a hotel industry leader, striving to offer memorable stays to every one of its guests. Today, the company has a total of nine all-inclusive properties set among the best beach destinations in Spain and Mexico with hotels for families and adults alike in search of an unbeatable vacation getaway.

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