

# Diego Ortiz Joins Sandos Hotels & Resorts as Director of E-Commerce Mexico

**Playa del Carmen, March 17, 2021.** The Sandos Hotels & Resorts hotel chain has recruited Diego Ortíz Hidalgo, a specialist in website development and marketing, as Director of E-Commerce for the Mexico region, with extensive experience in Mexico and the Caribbean.



Diego Ortíz has an extensive career in the DMC area for B2B, B2C, and B2B2C clients, especially in leading companies in the tourism industry such as Best Day Travel Group. During his career, Diego has not only had direct relationships with numerous clients from all over the world, but he has also been the manager of important developments of websites and call centers dedicated to meeting the specific needs of emerging markets such as Mexico and Punta Cana.

Diego joins the team of Juancho Sueyro, current Commercial Director of the Sandos Hotels & Resorts chain, together with a team focused on commercial administration and the improvement of daily opportunities faced by both hotels and destinations, day by day.



Sandos Hotels & Resorts has thanked José Maestro for his invaluable management in the E-Commerce area at a global level and announced that he will take command of the Europe region to focus on the next re-openings of the hotels located in Ibiza, Lanzarote, and Benidorm. He will also continue to be part of the corporate team, where the knowledge and skills that José has developed over almost five years in the area will be used to the maximum.

***About Sandos Hotels & Resorts***

*Sandos Hotels & Resorts is a young brand, a leader in the hotel industry, that seeks to offer memorable stays to each of its guests. Today, it has a total of nine all-inclusive properties distributed among the best beach destinations in Spain and Mexico, with hotels for both families and adults looking for an unbeatable vacation.*

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