

Sandos Hotels & Resorts strengthens its commercial team in Mexico



February 2026. Sandos Hotels & Resorts is pleased to announce the appointment of **Ricardo Rivero Castillo** as **Commercial Manager for Mexico**, further strengthening its commercial team in the country.

Ricardo brings **over 20 years of experience in the hospitality industry**, with a solid background in sales, business development, and revenue generation within renowned international hotel groups such as **Iberostar, AM Resorts, and Park Royal**. Throughout his career, he has specialized in the commercialization of hotel products and services, negotiation with clients and strategic partners, and the achievement of commercial objectives in highly competitive environments.

Over the course of his professional career, Ricardo has played an active role in the implementation of sales strategies, customer loyalty initiatives, and retention programs, contributing to **sustained revenue growth** and the strengthening of **long-term commercial relationships**.

His appointment reinforces **Sandos Hotels & Resorts'** commitment to building strategic partnerships, maintaining close ties with the Mexican market, and continuously strengthening its commercial strategy.

About Sandos Hotels & Resorts. Sandos Hotels & Resorts is a hotel group with a presence in Mexico's leading tourist destinations, recognized for its all-inclusive offering and for delivering differentiated experiences for families, couples, adults, and a wide range of travel styles. Its portfolio includes resorts in Cancun, Riviera Maya, and Los Cabos, each featuring distinct concepts designed to meet the needs of different types of travelers.