

## Clarendon Serviced Apartments appoints Digital Marketing Manager

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### **\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Leading London serviced apartment operator, Clarendon Serviced Apartments, is pleased to announce the appointment of Adriano Caccamo as Digital Marketing Manager.

A former MBA graduate from the Thunderbird School of Global Management, USA, with proven international digital brand management experience across a multitude of sectors, Adriano will be responsible for development and implementation of digital strategy at Clarendon with focus on growing user acquisitions and brand adoption.

Caccamo said of the new role, "I'm delighted to join Clarendon and the serviced apartment sector at a time of sustained growth and business opportunity. There is no other market sector more influenced by the internet than travel the serviced apartment sector is no exception. Clarendon is a leading operator with a strong reputation in the market for quality and service. With the constant developments in technology and search trends driven by personal experience I see huge potential to build on Clarendon's reputation in the online space"

Peter Morgan, Commercial Director said, 'I'm thrilled Adriano has joined the team. He knows the digital space very well and has considerable international experience with former roles in the US, Canada, Caribbean, Africa and Europe. This is a new role as we look to expand the business and increase engagement with national and global business travellers whose preferred means of engagement is online.'

Clarendon Serviced Apartments currently operates 215+ apartments in 25 locations across London with new openings in the pipeline during 2016. From the green parks of Kew and Richmond to the buzz of Covent Garden, West End and the dizzying heights of Canary Wharf, Clarendon offers corporate housing solutions perfectly suited to corporate guests and longer stays.

For more information, go to [www.clarendonlondon.com](http://www.clarendonlondon.com)

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