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TradeWinds Island Resorts Names New Director of Sales

ST. PETE BEACH, Fla. (May 9, 2023) – The TradeWinds Island Resorts – the Island Grand Resort and RumFish Beach Resort – located along acres of sugary white beaches on the island of St. Pete Beach, Florida, has announced **Karleen Johnson** as Director of Sales. Having spent more than two decades at TradeWinds, Johnson is now a member of the executive team and is responsible for leading the group sales team for both TradeWinds Island Resorts.

“Few people know the TradeWinds sales department, our product, and our industry better than Karleen,” said Rob Ferguson, Vice President of Sales and Marketing, TradeWinds Island Resorts. “She’s the perfect person to lead our meetings and events team through our expansion phase and ensure we continue to shine for all of our clients and guests.”

Johnson began her 22-year career with TradeWinds as Catering Sales and Convention Services Manager and was soon promoted to Senior Sales Manager, where she spent 15 years cultivating relationships, securing business, and exceeding revenue goals for the Midwest territory. She was most recently Assistant Director of Sales, where she continued to work the Midwest market, in addition to training new sales managers, working with the marketing team on group promotions, and serving as liaison to several professional organizations. Johnson was named TradeWinds Sales Manager of the Year four times, was the highest revenue producing sales team member five times, and received the 100%+ Club award 14 times. She holds a degree in hospitality management from University of Florida.

Located on Florida’s Gulf Coast, the TradeWinds Island Resorts offer more than 88,000 square feet of flexible function space. The resorts offer access to two properties in one, with limitless beachfront recreation, sumptuous dining, and exclusive golf privileges at some of the area’s finest public and private clubs.

For more information on TradeWinds Island Resorts, visit [Just Let Go](#) or call (866) JUST LET GO (587-8538).

- TradeWinds –

About TradeWinds Island Resorts

The TradeWinds Island Resorts – the Island Grand Resort and RumFish Beach Resort – are located directly on the sugary white sands of the Gulf of Mexico on St. Pete Beach in Florida. The resorts offer access to two properties in one, with limitless beachfront recreation, sumptuous dining, fantastic family activities and programs and world class meeting and function facilities.