

Media Release



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Baillie Lodges and Tierra Hotels Reveal Key Senior Management Appointments

Award-winning luxury lodge portfolios Baillie Lodges and Tierra Hotels have together announced key senior management appointments across global sales, operations and development. The move follows the appointment of Chief Executive Officer (CEO) Michael Crawford in April and the arrival of Chief Commercial Officer (CCO) Courtney Reagan in May 2025, and signals an upcoming period of significant growth for the company.

Esteemed global travel and tourism executive Stephen Marshall has been appointed Vice President, Global Sales for Baillie Lodges and Tierra Hotels. Effective today, Stephen has commenced his role at the company's Denver headquarters, reporting to CCO Courtney Reagan. Stephen brings extensive industry sales experience across North America, Australia, New Zealand, the United Kingdom and Europe to the newly created role. He specialises in sales, marketing, operations, supplier procurement and travel technology, with a strong track record in leading high-performing teams and driving sustained commercial growth.

Baillie Lodges and Tierra Hotels CCO Courtney Reagan said Stephen Marshall would oversee the company's global sales strategy and execution, partnering closely with regional teams to drive commercial performance and support growth initiatives.

"We are thrilled to secure such an outstanding senior executive as Stephen for this newly created role. By driving innovation, cultivating strategic trade relationships and empowering our worldwide sales team, this role strengthens our brand's competitive positioning, champions excellence and ensures long-term success," said Mrs Reagan.

Also joining the organisation's senior leadership team in Denver this month is Zach Sennett, who has been appointed Vice President, Operations – Americas with a special focus on Canada's Clayoquot Wilderness Lodge and Chile's Tierra Atacama and Tierra Patagonia. Zach brings more than two decades of leadership experience in luxury hospitality, lodging operations, and revenue optimisation, with a proven track record of driving performance and leading transformation across complex organisations. Throughout his career, Zach has built a reputation as a people-first, data-driven leader who excels at elevating teams, strengthening cross-functional partnerships and delivering sustained operational and financial results.

Reporting to CEO Michael Crawford, Zach will oversee operational strategy and execution across the Americas portfolio, working closely with regional teams to strengthen performance, enhance the guest experience and advance long-term growth strategies.

The company has also announced new appointments for the development team. Chief Financial Officer Alex Cameron will now oversee the development and capital expenditure teams, with his title updated to Chief Financial and Development Officer. Alex is based in the Denver headquarters. The development team has been further bolstered by three experienced hires in Brendan Russo, who joins as Vice President, Strategic Capital, and Rishi Kejriwal, who joins as Director, M&A and Strategy as well as former CEO Michael Moret-Lalli who has transitioned to a new role as Senior M&A Advisor.

Baillie Lodges and Tierra Hotels CEO Michael Crawford said he was delighted to announce the raft of new senior management roles for the company across global sales, operations and development as the new year began.

“This moment represents an important evolution in our organisation’s structure, strengthening the team and extending its reach to support our continued growth and shared vision for the future,” Mr Crawford said.

“We’re very proud to present this outstanding leadership team, combining highly sought-after strategic recruits with career advancements for our existing talent, as we look to 2026 and the global growth opportunities ahead for the company,” he said.

ABOUT

Baillie Lodges: Baillie Lodges is a growing portfolio of luxury lodges renowned for setting benchmarks in premium experiential travel. Set in exclusive locations of unique natural or cultural significance, the boutique properties appeal to the discerning global traveller seeking a remarkable experience. The collection includes Southern Ocean Lodge on Kangaroo Island, Longitude 131° at Uluru-Kata Tjuta, Capella Lodge on Lord Howe Island, Silky Oaks Lodge at the Daintree Rainforest, and The Louise in the Barossa Valley. Around the world, the collection includes Clayoquot Wilderness Lodge on Canada’s Vancouver Island, Huka Lodge in New Zealand and Tierra Atacama and Tierra Patagonia in Chile. For more information, please visit baillielodges.com.au.