



Marriott Vacations Worldwide Appoints Heena Patel as Chief Revenue Management Officer

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ORLANDO, Fla.--(BUSINESS WIRE)--Oct. 19, 2026--

Marriott Vacations Worldwide ("MVW") (NYSE: VAC) today announced the appointment of Heena Patel as Chief Revenue Management Officer, a newly created role and member of the company's Executive Leadership Team. Patel will report to Mike Flaskey, President and Chief Operating Officer.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20261019021308/en/>



Heena Patel, newly appointed Chief Revenue Management Officer of Marriott Vacations Worldwide

In this role, Patel will lead the company's resort inventory optimization and revenue management strategy, connecting resort inventory, rental demand and digital commerce capabilities to strengthen inventory management across the company's portfolio. Her leadership will bring greater focus to these capabilities, enhancing the company's ability to optimize inventory while creating value for owners and serving rental demand.

"Heena brings deep experience in revenue management, inventory strategy and digital commerce, along with a strong track record of building capabilities and leading transformation," said Flaskey. "As we continue to evolve our business, her leadership will help us take a more integrated approach to how we manage our resort inventory, creating value for our Owners, guests and shareholders."

Patel brings more than 25 years of leadership experience spanning hospitality operations, revenue management, inventory strategy, digital commerce and business transformation. Most recently, she served as Senior Vice President, Rental Operations, Digital Marketing & Commerce at Travel + Leisure Co.

"I'm excited to join Marriott Vacations Worldwide and work with teams across the organization to build on the strength of its portfolio," said Patel. "There is a tremendous opportunity to bring together inventory, demand and digital capabilities to enhance how we serve Owners, Members and guests and make the most of our available resort inventory."

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