

Adam Beadon to lead Minor Hotels' sales, marketing

Adam Beadon was named Minor Hotels' new regional director of sales and marketing. Beadon will be based at its Johannesburg office and is tasked with leading the sales and marketing teams working on the company's Anantara and AVANI brands in Southern Africa and Indian Ocean islands.

Beadon has more than 10 years' experience in driving sales at several hospitality groups in South Africa and the Middle East, including InterContinental Doha, the Crowne Plaza Muscat, Oman, and the Saxon Hotel Group. Beadon completed his bachelor's degree in hospitality management in Adelaide, Australia.

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