



**For Immediate Release**

**Resort Contact:**

Christine Wrobel  
MontagePalmetto Bluff  
(843) 706-6547  
[CWrobel@montagehotels.com](mailto:CWrobel@montagehotels.com)

**Media Contact:**

Nathalie Herrera  
Hawkins International PR  
(212) 255-6541  
[Nathalie@hawkpr.com](mailto:Nathalie@hawkpr.com)

**MONTAGE PALMETTO BLUFF APPOINTS  
BRENT GRESHAM AS DIRECTOR OF OPERATIONS**

**BLUFFTON, S.C. (October 30, 2018) - Montage Palmetto Bluff** announced the appointment of Brent Gresham as director of operations. With a deep familiarity of the region and wealth of hospitality experience earned at *Forbes* Five Star-rated properties, Gresham will oversee overall management and direction of the luxury resort including food & beverage, lodging, security and spa operations. He will also join the senior leadership team alongside the general manager, director of finance, human resources, sales and marketing, and the general manager of the Palmetto Bluff Club.

"We are thrilled to welcome Brent to the Montage family," said Casey Lavin, general manager of Montage Palmetto Bluff. "His extensive knowledge of the surrounding area and background in luxury experiences and accommodations are vital assets to our team and will help us continue to build unforgettable experiences for our guests and members."

Gresham joins Montage Palmetto Bluff from Charlestowne Hotels, a Charleston, South Carolina-based management company specializing in independent boutique hotels and resorts,

where he served as corporate area manager. Prior to that, he served as dual general manager for two Charlestowne properties, French Quarter Inn and The Spectator Hotel, where he was honored as "General Manager of the Year." Gresham was also previously the director of operations at Woodlands Inn in Summerville, South Carolina; and general manager at The Inn at Dos Brisas in Washington, Texas. He began his hospitality career as operations manager at the Westin Hilton Head Resort & Spa, before becoming assistant food & beverage director and director of banquets at The Lodge at Sea Island in the Golden Isles of Georgia.

As a graduate of the University of South Carolina, Gresham earned a bachelor's degree in hotel, restaurant and tourism management, and master's degree in international hospitality and tourism management. He participated in the master's graduate program at École Hôtelière de Lausanne in Switzerland, the oldest and most prestigious hotel school in the world. A true industry veteran, Gresham has earned recognition as "Hotelier of the Year" by the Boutique & Lifestyle Lodging Association, "Top Thirty Under 30" in the U.S. by *Hotel Management Magazine*, and "Hotel Manager of the Year" by the South Carolina Restaurant and Lodging Association.

For more information about Montage Palmetto Bluff, please visit <https://www.montagehotels.com/palmettobluff/>. Editor's note: to download a headshot of Mr. Gresham, please click [here](#).

###

#### **About Montage Palmetto Bluff**

Montage Palmetto Bluff is located within Palmetto Bluff's 20,000 acres in the historic community of Bluffton, South Carolina. The resort offers 200 guest accommodations in the form of spacious cottages, guest rooms and suites, and 35 privately owned Montage Residences that reflect pampered luxury in an exceptional Lowcountry setting. The resort features eight innovative dining outlets; a 13,000-sq. ft. Spa Montage; recreation amenities and activities including The May River Golf Course, a Jack Nicklaus Signature Course; and 16,000-sq. ft. of flexible meeting and event space. For more information, follow [@montagepalmettobluff](#) or visit [www.montagehotels.com/palmettobluff](http://www.montagehotels.com/palmettobluff).

#### **About Montage Hotels & Resorts**

Montage Hotels & Resorts is the ultra-luxury hospitality management company founded by Alan J. Fuerstman. Designed to serve the affluent and discerning traveler and homeowner, the company features an artistic collection of distinctive hotels, resorts and residences. Each Montage property offers comfortable elegance, a unique sense of place and spirit, impeccable hospitality and memorable culinary, spa and lifestyle experiences. The portfolio of hotels, resorts and residences includes: [Montage Laguna Beach](#), [Montage Beverly Hills](#), [Montage Deer Valley](#), [Montage Kapalua Bay](#), [Montage Palmetto Bluff](#), and [Montage Los Cabos](#), with [Montage Healdsburg](#) opening in 2020 and [Montage La Quinta](#) and [Montage Big Sky](#) opening 2021. Montage Hotels & Resorts is a member of Preferred Hotels & Resorts. For more information, follow [@montagehotels](#) or visit [www.montagehotels.com](http://www.montagehotels.com).