



MAHEKAL BEACH RESORT WELCOMES JULIAN SMALDONI AS GENERAL MANAGER OF INTIMATE BEACHFRONT RESORT

PLAYA DEL CARMEN, Mexico - Feb. 8, 2016 - Playa del Carmen's newest resort, Mahekal Beach Resort, proudly announces the appointment of Julian Smaldoni as General Manager of the newly re-imagined beachfront retreat. In this role, Smaldoni will be responsible for managing the resort's day-to-day success, overseeing all operational aspects of the 196-room property, including everything from sales and marketing, to food and beverage, while maximizing company revenue and maintaining focus on the strategic goals of Mahekal Beach Resort.

"We're thrilled to welcome Julian Smaldoni to the Mahekal Beach Resort team," said Lamont Meek, Chief Operating Officer of Circa Capital (co-owner and manager of Mahekal). "Smaldoni's wealth of knowledge within the hospitality industry coupled with his outstanding record of management success makes him the ideal choice for the position of General Manager."

Smaldoni brings more than 20 years of experience in the luxury hospitality industry to Mahekal Beach Resort. Most recently, having worked at the Thompson Playa del Carmen, where he oversaw all aspects of operations, including 92 rooms, food and beverage and function space. Prior to that position, he served at multiple notable hotels throughout Mexico, from Capella Bahia Maroma and Ixtapa Resort & Spa, to Tides Riviera Maya (currently Viceroy Riviera Maya) and Gala Resort Playacar in Playa del Carmen. Additionally, Smaldoni served as managing director for the Faena Hotel Buenos Aires. Several hotels and resorts earned prestigious awards and acclaims while under Smaldoni's management, including *Conde Nast Traveler's* "Best Resort of Mexico," *World Travel Awards'* "Best Leading Mexico Resort," *Leading Hotels of the World's* "Best Latin American Hotel" and *Travel + Leisure's* "Top 15 Resorts."

Nestled between the dense Riviera Maya jungle and Playa del Carmen's longest stretch of beach, spanning 920 pristine feet, lies Mexico's Mahekal Beach Resort, the only resort of its kind in all of Playa del Carmen with hand-laid, hidden stone pathways leading to palapa-style bungalow accommodations, all less than a two-minute walk from the sweeping, sandy beach - think Swiss Family Robinson style with high-end finishes and touches of Mayan culture. Greeted with crisp Caribbean scents, lush vegetation and colorful bougainvillea, the newly re-designed beachfront retreat introduces guests to an entirely fresh experience with exceptional new amenities, including three swimming pools, a pristine infinity pool, a seaside hot tub, a new Mayan-inspired Revive Spa and fitness center, three completely renovated restaurants - Las Olas, Cocina and Fuego - and four bars, Boli's, Itzi, Las Olas and Fuego. Mahekal is exceptionally authentic and intimate, as for this unplugged vacation experience, guests won't find TV in rooms, but will enjoy a phone system in-house, as well as state-of-the-art WiFi, so the only distractions are the outdoors and each other. The ultimate coastal experience is complete with a carefree, bohemian atmosphere, the look and feel of Mexico's traditional past, thrilling adventures nearby and more.

For more information on Mahekal Beach Resort, visit www.mahekalbeachresort.com or call toll-free 1(877) 235 4452. To engage with the resort socially, visit [Facebook.com/mahekalbeachresort](https://www.facebook.com/mahekalbeachresort) or find us on Twitter at @MahekalPlaya or on Instagram at @mahekal_beach_resort.