



## Julius W. Robinson

Chief Sales & Marketing Officer  
U.S. & Canada

Julius W. Robinson holds a BA degree in Political Science from Rutgers University and an MBA degree from the R.H. Smith Business School at the University of Maryland. In September 2020, he was appointed Chief Sales and Marketing Officer, U.S. & Canada for Marriott International, Inc. In this role, Julius is responsible for top-line revenue in the U.S. & Canada and oversees Sales, Field Marketing, Continent Marketing, Franchise Services, and Public Relations and Crisis Communications. He plays an integral role in ensuring the strategic priorities of the disciplines yield profitable sales, increased market share, and expanded competitive advantage for Managed by Marriott and franchised hotels.

With a Marriott career spanning 28 years, Julius has held senior leadership roles in brand management, hotel operations, global sales, and revenue management. In his most recent role as Senior Vice President and Global Brand Leader for Premium Classic Brands, he led the Marriott Hotels brand transformation. This initiative focused on an extensive product renovation as well as refreshing the brand positioning by revamping 85% of the portfolio – ultimately achieving double-digit market share index improvement as well as substantial increases in overall brand health. He also spearheaded the Sheraton brand transformation which encompassed product improvement, guest experience, design, and digital technology. After only three years, all Sheraton guest experience metrics were up when compared to prior years and the brand reached its “fair share” market share index for the first time in seven years.

Further, Julius plays a major role in Marriott’s Diversity Ownership Initiative, which seeks to educate women and minorities in all aspects related to hotel ownership. He was also recognized in Black Enterprise magazine’s “Top Black Executives in Corporate America” in 2017 and is currently a member of the Executive Leadership Council (ELC).