

www.DiamondResorts.com



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**Diamond Resorts International®**, with its network of more than 370 vacation destinations located in 35 countries throughout the continental United States, Hawaii, Canada, Mexico, the Caribbean, South America, Central America, Europe, Asia, Australasia and Africa, provides guests with choice and flexibility to let them create their dream vacation, whether they are traveling an hour away or around the world. Our relaxing vacations have the power to give guests an increased sense of happiness and satisfaction in their lives, while feeling healthier and more fulfilled in their relationships, by enjoying memorable and meaningful experiences that let them Stay Vacated.™

Diamond Resorts International® manages vacation ownership resorts and sells vacation ownership points that provide members and owners with Vacations for Life® at over 370 managed and affiliated properties and cruise itineraries.

**Mike Flaskey** has more than twenty years of senior leadership experience in public and privately-held companies, with a key focus on growth-oriented companies within the vacation ownership industry. He previously held the position of Executive Vice President and Chief Sales and Marketing Officer for Diamond Resorts from 2014 to 2016, and of Executive Vice President of Sales and Marketing, North America for Diamond Resorts from 2010 to 2014. Throughout Mike's tenure at Diamond Resorts, the company has achieved unprecedented growth both organically and through strategic acquisition integration, as he has shifted the traditional timeshare marketing and sales model to a hospitality-infused process that includes a high-touch upstream engagement stance, thus providing owners and guests with a service-first approach.

Prior to Diamond Resorts, Mike held key senior executive roles with Starwood Vacation Ownership and Fairfield Resorts (now Wyndham Vacation Ownership). He has a track record of recruiting and developing top talent and is a culture-conscious, performance-driven executive with a history of excellent results while always placing guest satisfaction first.

Mike has also successfully negotiated many strategic ambassadorial alliances with world-famous music artists, Hall of Famers from Major League Baseball and the National Football League, Super Bowl MVPs, NASCAR legends and current PGA, LPGA and Champions Tour stars. Most notably, he is also the Founder and Executive Director of the Diamond Resorts Invitational, a nationally-televised, PGA Champions Tour-sanctioned Professional-Celebrity golf tournament. The tournament has a strong philanthropic arm and has raised millions of charitable dollars for Florida Hospital for Children.

**Kenneth Siegel** has over 20 years of experience as a senior leader of major corporations. Prior to Diamond Resorts, he was Chief Administrative Officer and General Counsel of Starwood Hotels & Resorts. As a key member of the Starwood leadership team, Mr. Siegel was intimately involved in Starwood's emergence as an industry leader prior to its acquisition by Marriott International in 2016. In addition to his legal and administrative responsibilities, he played a pivotal role in Starwood's transition to an asset-light business, and was the architect of transactions that drove both top- and bottom-line benefits through industry leading initiatives.

Prior to joining Starwood, Mr. Siegel spent four years as the Senior Vice President and General Counsel of Cognizant Corporation and its successor companies. Cognizant, a multinational information services company, was originally comprised of IMS Health Inc., Nielsen Media Research and The Gartner Group.

Prior to his corporate leadership roles, Mr. Siegel was a Partner with Baker & Botts LLP, responsible for a full range of corporate legal services with particular focus on technology-oriented clients as well as representation of international leveraged buyout funds and securities firms. Before that, he served as Senior Partner of O'Sullivan Graev & Karabell LLP where he focused on work for technology and hospitality companies as well as major transactional work for private equity and leveraged buyout funds. Mr. Siegel began his career as an Associate with Cravath Swaine & Moore.

