

M3 Promotes Scott Watson to Chief Sales & Marketing Officer and Partner

Watson previously served as M3's Executive Vice President Sales and Marketing and Partner

GWINNETT, Ga. (PRWEB) April 10, 2019

M3, the industry's leading accounting solution for hotels, is excited to announce that Scott Watson has been promoted to Chief Sales and Marketing Officer and Partner.

Since joining M3 in 2011, Watson has helped lead the company to record growth, significantly increasing customers and total properties served. Under Watson's direction, the sales and marketing teams have grown from two to 12 team members. M3's customer footprint has expanded dramatically during Watson's tenure as well. The company now serves customers in all 50 states, the Canadian provinces and the Caribbean and will be expanding to the UK and Europe.

As Chief Sales and Marketing Officer, Watson will continue to lead M3's sales and marketing efforts while building long-term strategies that will further the company's growth and recent global expansion.

"Scott's success is a direct result of the ways in which he genuinely cares for each and every M3 customer," said John McKibbon, CEO of M3. "Through M3 products and services, he has found ways to make our customers more productive and profitable. He took over the department as the second sales person and proceeded to build an international team and grow our core product by 200 percent."

"Since day one, Scott has continually raised the bar at M3 to define what success looks like for our sales and marketing teams," said Allen Read, President of M3. "His exceptional leadership style and ability to strike a critical balance between professional team development and revenue generation is one of the reasons M3 is the world-class brand that it is today."

For the past 30 years, Watson has built and led international sales and marketing teams with a specific focus on financial software and technology. Watson is a graduate of the University of Arkansas and currently resides in Springfield, MO.

To learn more about M3 or to request a demo, visit <http://www.m3as.com>.

For Scott's headshot, visit <https://bit.ly/2EBxteq>

<https://bit.ly/2VDK48g>

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About M3

Built by hoteliers, exclusively for hoteliers, M3 is a powerful cloud-based financial platform and services company serving the hospitality industry that drives cost savings, revenue enhancement and business insight. Nearing 20 years in business without increasing prices, M3 touts a 98 customer satisfaction rating and 95 percent customer retention rate without issuing contracts or agreements. Used by management groups and hotels of all sizes, the platform works seamlessly with other key systems and tools in the hospitality industry and offers robust accounting and financial analysis across entire portfolios with optional operations and time management features. M3's professional services team provides on-demand support for hotels of any size by offering a full range of customized accounting solutions to scale with a hotel's needs. Privately held and employee owned, M3 also includes a proprietary hotel benchmarking index that combines data from more than 3,500 properties into a single accessible data set to compare hotels. For more information, visit <http://www.m3as.com>.

Media Contacts

Hannah Buffington / Parker Butler

Lou Hammond Group

hannahb@louhammond.com / parkerb@louhammond.com