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***For Immediate Release***



**Luxe Marketing and Hospitality Pro—with Family Business Roots—Joins Top-Rated Family-Owned Luxe Travel Company**

LSW Chauffeured Transportation (LSW), which provides premier chauffeured service to the most exclusive residents and business people in Westchester County, New York City and Connecticut, appointed Meredith A. Bach as Vice President of Sales and Marketing earlier this month. LSW's CEO, Melissa Thornton says that Bach was hired to the executive team to "leverage her luxury brand experience and long history of results-oriented sales and marketing strategies."

Bach, a Rowayton, CT resident who grew up in New Canaan, CT, plans to play a key role in developing marketing and business plans to help LSW

continue growing and succeeding and to increasingly gain excellent customer and trade recognition.

“One reason I was intrigued by this opportunity,” says Bach, “because it’s a smaller, family-run business. I grew up in the Melba Inn in New Canaan where my great grand-father started the business. Having lived and worked in the hotel as I was growing up was a great way to learn the hospitality business first hand. My knowledge continues to grow and stay relevant with changes in our marketplace.”

Bach is an accomplished sales and marketing manager, who most recently oversaw all aspects of the hospitality venues, from sales to quality of service, and served as the point person for corporate clients, at the inaugural KPMG Women’s PGA Championship, held at Westchester Country Club in June 2015.

Bach brings with her a capability to manage multiple projects and initiatives and a deep working knowledge of what it takes to enhance the luxury customer experience and boost brand recognition. She has carefully curated this knowledge through professional experiences with top global luxury brands including Polo Ralph Lauren, American Express, the United States Tennis Association, Goldman Sachs, Merrill Lynch, and Tory Burch. As a business leader, Bach is a creative marketer and networker with strategic partners whose initiatives are efficiently executed and implemented by using excellent and thoughtful communication skills.

For more information on corporate and VIP sales programs and co-branding or cross-marketing opportunities, contact Bach at 914-227-9216 or via email at [mbach@lswlimo.com](mailto:mbach@lswlimo.com).

***More about LSW:***

LSW ([www.lswlimo.com](http://www.lswlimo.com)) and its sister company DLC Ground Transportation ([www.dlctrans.com](http://www.dlctrans.com)) have been family-owned and operated for over 35 years. In 2012, LSW joined the ***Inc. 500/5000***, a prestigious list of the fastest-growing most successful privately held companies in the United States.

LSW strives to provide customers with the ultimate in service, professionalism, reliability, and safety. In our more than 35 years, LSW has expanded into a broad spectrum of world-class transportation services both locally and internationally through a network of more than 450 affiliate providers in more than 550 cities around the globe.

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