



Randy Russell
Chief Romance Officer
Senior Vice President of Sales and Marketing, Couples Resorts

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Randy Russell is a sales and marketing specialist who jumpstarted his career in the travel, tourism and hospitality industry nearly 27 years ago. Today, Randy holds the position of Senior Vice President of Sales and Marketing for Couples Resorts, overseeing all four properties located throughout Negril and Ocho Rios, Jamaica. However, guests of the resorts identify Randy as the “Randymon;” a moniker used on the Couples.com message board, a place for past and future guests to connect with one another before and after experiencing Couples Resorts.

This connection Randy creates with each prospective and returning couple is established in order to help them embrace the true meaning behind Couples Resorts – creating emotional connections in an environment that encourages tranquil days, intimate nights and romance always. His greatest hope is that these experiences are held true when couples go back to the reality of day-to-day home life. His romantic tips blog, CouplesTips.com, helps to assist couples to reconnect at home.

Besides his self proclaimed duty of establishing intimate connections between couples, Randy, “The Chief Romance Officer,” is responsible for all aspects of sales and marketing for Couples Resorts, including strategic planning; business-to-business and business-to-consumer communication and marketing strategies; reservations; budgeting and forecasting; relationship marketing; distribution channel contracting and management; external and internal incentive development and implementation; business acquisition; database management; and field sales oversight in North America.

When not working hard to establish romantic relations and manage strategic objectives of the sales and marketing departments for Couples Resorts, Randy enjoys cooking gourmet meals for his family, fine dining, boating and fishing, traveling, sunning and working on computers.