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Visit West Hollywood Appoints Jeanie Yom as Vice President, Business Development



WEST HOLLYWOOD, Calif. (January 13, 2026) — [Visit West Hollywood](#) is pleased to announce the appointment of Jeanie Yom as Vice President, Business Development, effective January 1, 2026, marking an exciting next chapter in the destination marketing organization's continued growth and strategic evolution.

Yom brings more than 20 years of distinguished experience in hospitality sales, luxury leisure strategy, business development, and key account management. She is well known within the destination, having spent a decade in West Hollywood as a respected ambassador for The London West Hollywood, where she played an integral role in elevating the property's profile and contributing to the broader success of the destination.

Her career includes senior leadership roles with Northwood Hospitality, The London West Hollywood, SLS Beverly Hills, and other luxury hotel properties throughout Greater Los Angeles. Across these roles, Yom has consistently driven strong revenue performance, cultivated high-value partnerships, and expanded global visibility across key domestic and international markets.



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In her new role, Yom will oversee all Leisure Travel and Sports market verticals, supporting Visit West Hollywood's efforts to strengthen its domestic and international footprint, drive year-round demand for hotel visitation, aligning strategically with major events and sports tourism opportunities across the Greater Los Angeles area. With the region poised to host an unprecedented lineup of global sporting events, including the NBA All-Star game, FIFA World Cup matches, the 2027 Super Bowl and the 2028 Olympic and Paralympic Games, Yom will play a key role in positioning West Hollywood as a premier home base for visitors, fans, and partners during these marquee moments. She will join the Business Development and Sales team, working alongside Sean Keliholokai, Business Development leader, and Denis Zyuzin, Senior Director of Business Development, who continues to oversee the Meetings/Group and Entertainment/Corporate verticals

"Jeanie's proven ability to build lasting relationships, develop innovative sales strategies, and deliver measurable results makes her an exceptional addition to our team," said Visit West Hollywood President and CEO, Tom Kiely. "Her deep connection to West Hollywood and extensive industry expertise will be invaluable as we continue to grow and position the destination on a global stage."

Visit West Hollywood is pleased to welcome Jeanie Yom to the organization and looks forward to the impact her leadership and passion will bring to the destination and its partners. For more information on Visit West Hollywood, please go to: [VisitWestHollywood.com](https://www.visitwesthollywood.com).

About Visit West Hollywood

Visit West Hollywood is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 21 hotels and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on [Instagram](#) and [Facebook](#). For more information, please go to: [VisitWestHollywood.com](https://www.visitwesthollywood.com).