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PRESS RELEASE

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Sean Kim

Hospitality management program at CSUSB Palm Desert Campus grows with addition of new faculty

PALM DESERT, Calif. – The hospitality management program at Cal State San Bernardino’s Palm Desert Campus continues to grow with the hiring of a new full-time tenure-track faculty member, one of seven new full-time tenure-track faculty members hired by the campus this year in various disciplines.

The CSUSB Department of Marketing, under the Jack H. Brown College of Business and Public Administration, recently welcomed Sean Kim as an assistant professor for the hospitality management program.

Kim will begin teaching Sports, Entertainment and Hospitality Marketing and Principles of Marketing in late-August when virtual classes begin at CSUSB.

Kim’s background includes positions in tourism marketing with Singapore and South Korean governments, business development at the Venetian Casino Macao in China and hotel

investment projects in Tokyo, Japan. He received a Ph.D. in management from the University of Massachusetts Amherst, Isenberg School of Management; an MBA from Hitotsubashi University, Graduate Business School in Tokyo, Japan; and a master of management in hospitality degree from Cornell University's School of Hotel Administration.

"The hospitality management program is off to a great start in the new academic year," said Joe Tormey, director of the program. "We have achieved an inaugural cohort of 20 students who start this fall and we are celebrating the hiring of our first tenure-track faculty member, Sean Kim, who has distinguished himself with an impressive scholarly and academic teaching record, and his professional work experience includes positions in hotel, casino and tourism management in Korea, Singapore, Japan and China. We are fortunate to have Dr. Kim join our program at the Palm Desert Campus."

For more information about the hospitality management program at the CSUSB Palm Desert Campus, visit <https://www.csusb.edu/marketing/degrees-certificates/hospitality-management-program-palm-desert-campus>.

The CSUSB Palm Desert Campus offers bachelor's and master's degrees, a doctorate in educational leadership, and teaching credentials and certificates. With more than 1,600 students, it is the Coachella Valley's four-year public university and plays a vital role in educating and training the region's growing population.

For more information about the CSUSB Palm Desert Campus, contact Mike Singer in the Office of Strategic Communication at msinger@csusb.edu or (760) 341-2883, ext. 78107, or visit the campus website at www.csusb.edu/pdc.