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## **BJORKLUND, MOORE AND MUTO NAMED TO ALL STAR VACATION HOMES EXECUTIVE TEAM**

CELEBRATION, FLA. (January 24, 2013) – On the heels of appointing Brooke Pfautz as Chief Business Development Officer, leading vacation rental hospitality leader All Star Vacation Homes is pleased to announce the following new roles within the Executive Team and its Purpose Built Vacation Homes™ division.

### **All Star Vacation Homes:**

#### **Kent Bjorklund – Chief Performance Officer**

As Chief Performance Officer, Kent Bjorklund's primary focus is to develop performance analytics and affect strategic planning to All Star's growth and performance. Bjorklund will manage and coordinate internal processes, forecast modeling, revenue management and business intelligence along with destination and product research. He joined the All Star Vacation Homes Team in 2008, leading product and business development. In that role, he oversaw an inventory increase of more than 50 percent including the additions of Lighthouse Key Resort & Spa and Reunion Resort. Bjorklund serves as Vice-Chair of the Osceola County Tourist Development Council and has been an active member of the Central Florida tourism community for more than 15 years. He is a Beta Gamma Sigma Master of Business Administration graduate from the University of Florida and has a Summa Cum Laude undergraduate degree in Business Administration from Baker College (Mich.).

#### **Sara Moore – Chief Marketing Officer**

As All Star expands, Sara Moore will continue to lead All Star's Marketing Team and advertising, branding, public and industry relations and communication programs as Chief Marketing Officer. Moore has led All Star's marketing efforts for more than nine years, and in that time, has contributed to positioning All Star as the professional vacation rental market leader. She has also significantly supported industry promotion and awareness by representing All Star on local, state and national tourism and vacation rental committees and advisory councils. Moore has 18 years of experience in marketing and communication, and is a past board member of the

Central Florida and Florida vacation rental manager associations. She currently chairs the national Vacation Rental Managers Association Public Relations Committee and is a member of Skai International. Moore received a Bachelor of Arts in Communication from Pittsburg State University (Kan.) and a Master of Arts in Corporate Communication and Technology from Rollins College (Fla.).

### **All Star's Purpose Built Vacation Homes™ division:**

#### **Dillon Muto – Chief Operating Officer, Purpose Built Vacation Homes™**

Dillon Muto has worked with the All Star Business Development and Realty Teams over the past three years and has been integral in All Star's expansion into Reunion Resort and the launch of Purpose Built Vacation Homes™. As Chief Operating Officer of Purpose Built Vacation Homes™, Muto will lead All Star's efforts in the creation and construction of Purpose Built vacation homes and communities and will work side-by-side with the Business Development Team to support the sale of homes and transition into the All Star management program. Muto has more than 14 years of experience in the real estate industry with a diverse background in real estate sales, investing, finance and custom homes design and development.

"These changes within All Star Vacation Homes coincide during an exciting time for the company," said Steve Trover, CEO of All Star Vacation Homes. "We recently welcomed Brooke Pfautz as Chief Business Development Officer and are looking forward to new opportunities."

#### **About All Star Vacation Homes**

All Star Vacation Homes brings its passion for high standards and hospitality to elevate the vacation home industry to new levels. Since it was established in 1998, All Star has set a solid foundation in the competitive Orlando landscape and has emerged as a market leader. As the company expands this success into other high demand travel destinations, All Star implements its unique formula of Personalized Service, Quality Home Care, Proven Marketing, Strategic Location and Guest-Influenced Experience to fulfill its vision of creating a vacation home experience like no other.

Currently, All Star represents more than 250 homes, condos and town homes in Kissimmee/Orlando, Fla. near Walt Disney World® Resort. By popular demand of its guests, All Star has recently expanded into Captiva Island, Fla. For more information, visit [www.AllStarVacationHomes.com](http://www.AllStarVacationHomes.com) or call 1-800-396-1173.

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