



**FOR IMMEDIATE RELEASE**

## **Hornblower Group Appoints John Coppolella as Vice President of Sales Development**

**New York, NY – March 5, 2025** – Hornblower Group announced the appointment of John Coppolella as the company’s new Vice President of Sales Development, effective Monday, March 3. In this role, Coppolella will lead the company’s global sales recruitment efforts and manage performance optimization strategies to further enhance Hornblower Group’s sales initiatives.

With more than 20 years of experience in talent acquisition, leadership, and organizational development, Coppolella brings a wealth of knowledge and expertise to Hornblower Group. His background includes senior leadership roles with several high-profile companies, where he has excelled in building, managing, and optimizing high-performing teams.

Most recently, Coppolella served as Head of Talent Acquisition at Vidanta, Mexico’s largest luxury resort chain, where he successfully led recruitment efforts to attract top-tier sales talent. Additionally, John was Senior Vice President of Personnel Development at Diamond Resorts.

Coppolella’s career also includes more than 15 years with Major League Baseball, where he held significant roles with the Atlanta Braves and New York Yankees. As the Executive Vice President and General Manager of the Braves from 2015 to 2017, Coppolella played a central role in overseeing all aspects of the organization, including player development, scouting, budgeting, and staff management. His leadership was instrumental in the team’s turnaround, helping the Braves achieve substantial improvements in both on-field performance and talent development. Under his leadership, the Braves secured the top spot in *Baseball America*’s talent rankings in 2017. He also served as Assistant General Manager and Director of Pro Scouting and made significant contributions to talent acquisition and team strategy.

Coppolella’s experience with the New York Yankees also adds depth to his background in scouting and team management, contributing to key organizational initiatives during his tenure.

“We are thrilled to welcome John to Hornblower Group,” said Hornblower Group CEO Mike Flaskey. “His vast experience in talent acquisition, leadership development, and organizational strategy will be invaluable as we continue to grow and strengthen our global sales team. I am confident that John will play a pivotal role in ensuring we attract and retain top-tier talent.”



“I’m excited to join Hornblower Group at such an exciting time for the company,” Coppolella added. “My experience across various industries has given me a unique perspective, and I’m eager to contribute to Hornblower Group’s continued growth and drive performance across our sales efforts.”

John holds an MBA from the University of Florida and a bachelor’s degree from the University of Notre Dame.

Click [here](#) for a headshot of Coppolella.

### **About Hornblower Group**

Hornblower Group is a global leader in experiences and transportation. Spanning a 100-year history, Hornblower Group’s portfolio of international offerings includes water-based experiences (dining and sightseeing cruises), land-based experiences (walking and food tours) and ferry and transportation services. **City Experiences**, Hornblower Group’s premier experience division, offers land- and water-based experiences as well as ferry and transportation services. **Hornblower Marine**, a subsidiary of Hornblower Group, provides vessel outhaul and maintenance services at Bridgeport Boatworks in Bridgeport, Connecticut. Additionally, **Anchor Operating System, LLC**, a subsidiary of Hornblower Group and independent entity, provides reservation, ticketing and website integration services for clients in the transportation, tourism and entertainment industries. Today, Hornblower Group’s global portfolio covers over 10 countries, over 50 U.S. cities and serves more than 20 million guests annually. Headquartered in San Francisco, California, Hornblower Group’s additional corporate offices reside in Boston, Massachusetts; Chicago, Illinois; London, United Kingdom; New York, New York; Dublin, Ireland; Orlando, Florida; and across Ontario, Canada. For more information, visit [hornblowercorp.com](http://hornblowercorp.com).

### **Press Contact**

[pr@cityexperiences.com](mailto:pr@cityexperiences.com)

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