



# Lodge Social Names Justin Kamm Partner and Chief Executive Officer

*Hospitality entrepreneur and operator joins Lodge Social leadership team to help scale the agency's growth and expand its position in the hospitality market.*

NEW YORK, NY, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- [Lodge Social](#), a digital marketing agency focused on helping independent hotels, outdoor resorts and luxury properties generate more direct bookings, today announced that Justin Kamm has joined the company as Partner and Chief Executive Officer.

Kamm will lead Lodge Social's overall business strategy, growth initiatives, operations and long-term development while working alongside Scott Quesnell, President and Partner, to expand the agency's position as a specialized growth partner for independent hospitality brands.

Kamm brings a combination of investment, entrepreneurship and hands-on hospitality operating experience to the role. As an owner and operator of North Star Farm, a boutique farm hospitality property in the Catskills, he has firsthand experience with many of the challenges facing independent hospitality businesses, including customer acquisition, direct-booking growth, brand development and reducing dependence on online travel agencies.

"Justin brings an operator's perspective to Lodge Social that is incredibly valuable for both our team and our clients," said Scott Quesnell, President of Lodge Social. "He understands what it is like to sit on the other side of the table and make decisions about marketing budgets, occupancy, pricing and growth. Combining that perspective with what we have built at Lodge Social creates an opportunity to build something much larger while staying deeply focused on delivering measurable results for our clients."

Kamm's decision to join Lodge Social follows his experience working with the agency as a hospitality operator. That relationship provided an opportunity to see firsthand how specialized digital marketing could influence the performance of an independent property.

"What made Lodge Social compelling to me was that I experienced the business first as a client and operator," said Justin Kamm, Partner and CEO of Lodge Social. "Independent hospitality businesses are often incredible at creating experiences but do not have the internal resources of the major hotel companies when it comes to customer acquisition, content and digital marketing. I saw firsthand how much value a truly specialized marketing partner could create. I

believe there is an enormous opportunity to build Lodge Social into the leading growth agency for independent hospitality.”

At North Star Farm, Kamm has helped build a hospitality business centered around experiential travel and direct customer relationships. The property generated 100% of its 2026 reservations through direct channels, while achieving occupancy above 75% and an average daily rate of approximately \$535. That operating experience will increasingly inform Lodge Social’s approach to helping clients evaluate marketing not simply through impressions or engagement, but through measurable hospitality metrics including bookings, occupancy, average daily rate and revenue.

As CEO, Kamm will focus on scaling Lodge Social’s team and infrastructure, expanding the agency’s client portfolio and developing new systems and services designed specifically for independent hospitality operators.

“Hospitality marketing has traditionally been fragmented across social media agencies, advertising firms, content creators and technology platforms,” Kamm added. “Our goal is to bring those pieces together around the metric that ultimately matters most to the operator: profitable direct revenue. We want Lodge Social to become the company independent hospitality brands turn to when they are serious about building demand and owning more of the guest relationship.”

Lodge Social specializes in social media, digital advertising, content strategy and direct-booking growth for independent hotels, outdoor resorts and luxury hospitality properties. The agency works as an extension of its clients’ teams, developing integrated marketing systems designed to build awareness, generate demand and convert travelers into direct guests.

Kamm’s appointment comes as Lodge Social continues to invest in its team, client services and operating infrastructure to support the agency’s next phase of growth.

## About Lodge Social

Lodge Social is a hospitality-focused digital marketing agency helping independent hotels, outdoor resorts and luxury properties build stronger brands and generate more direct bookings. Through social media, content, paid advertising and performance marketing, Lodge Social helps hospitality operators create demand, own their guest relationships and reduce dependence on third-party booking platforms.

For more information, visit [getlodesocial.com](https://getlodesocial.com).

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Scott Quesnell

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