

PALMERA VACATION CLUB

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B. Dean Pierce

CEO

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Palmera Vacation Club is a boutique vacation ownership club based in award-winning Hilton Head Island, South Carolina. Through its points-based system, which combines internal club exchanges with RCI exchanges, Palmera Vacation Club offers its members endless flexibility. Palmera Vacation Club also develops and manages its own unique portfolio of resorts.

B. Dean Pierce is CEO of Palmera Vacation Club. In this role, he has led the development and implementation of Palmera's points-based club product and manages its expansion. Pierce also manages club growth through both the acquisition of existing inventory and the construction of new resorts inventory.

Pierce began his work in the industry representing developers as an attorney in private practice for more than 20 years. That experience paved the way for Pierce to serve as in-house general counsel to several vacation ownership developers prior to becoming CEO of Palmera Vacation Club.

