



Amy Greenwood

Hotel Equities Names Greenwood Regional Revenue Manager

ATLANTA, GA (July 12, 2016) – Atlanta-based [Hotel Equities](#) (HE) names **Amy Greenwood** Regional Revenue Manager. Based out of their mid-west regional offices, Greenwood reports to **Drew Salapka**, Vice President of Sales & Revenue Generation for Hotel Equities.

Mrs. Greenwood works with the properties to assist, support and direct pricing, as well as yield management and mix management, in order to maximize and grow RevPAR. She also conducts training for the Directors of Sales at her hotels.

“Amy brings more than 15 years of revenue management success to the position,” said Mr. Salapka. “Her experience in providing strategy and ensuring the success of multiple properties will serve our firm and our owners well as we continue to grow our bench and expertise in this critical discipline.

Mrs. Greenwood joined Hotel Equities from Sun Companies where she served as Director of eCommerce & Revenue Management with oversight of all ecommerce for 35+ properties and daily revenue management for a portfolio of 11 hotels. She began her work in revenue management with Pineapple Management Services where she served a portfolio of 20 hotels. She later worked as Director of Revenue Management for Premier Hospitality after holding a similar position with LaQuinta Hotels.

Ms. Greenwood holds a master’s degree in Revenue Management from the IHG Revenue Academy. She attended West Texas A&M University. Active in her church, she also enjoys working out, reading and running. She and her husband have two girls who enjoy cheerleading.

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 100 hotels throughout North America. *Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotelequities.com.*

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Photo Caption: Amy Greenwood, Regional Revenue Manager