



Jack Odom, Reg. Dir. of Operations

Hotel Equities' Expansion Drives Regional Office in Plano, Texas **HE Selects Jack Odom as Regional Director of Operations Serving Texas, Oklahoma**

ATLANTA, GA (June 23, 2015) –Atlanta-based **Hotel Equities** (HE) www.hotelequities.com announced plans to open a mid-west regional office, located in Plano, Texas, to manage the rapid expansion of the firm's portfolio. HE selected **Jack Odom** to serve as the Regional Director of Operations to spearhead the new regional team that will manage the portfolio of 26 hotels located in Texas and Oklahoma.

Driven by the recent addition of a new portfolio of 21 hotels in Texas and Oklahoma, Hotel Equities brings operational expertise, award-winning guest satisfaction and its culture of community involvement to the region by opening a full-service office staffed with seasoned industry leaders in operations and sales and marketing. With more than 30 years of operational and sales experience, Mr. Odom heads the new office.

Mr. Odom's experience includes work with Hilton, Marriott, IHG and many independent properties including the four-star Melrose Hotel in Dallas, Texas. With oversight of multiple brands in his region, Mr. Odom reports to **Rob Cote**, the firm's Vice President of Operations.

"Jack's role comes as a direct result of Hotel Equities' robust growth reaching over 90 properties in the first four months of 2015," said Mr. Cote. "Jack's leadership, guidance and focus is critical to the success of the properties in his region. We continue to strengthen the depth of experience and leadership with his addition to our corporate team."

***Hotel Equities** (HE) is an Atlanta-based full-scale hotel management, development and consulting firm operating more than 90 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.*

Contacts:

Margaret M. Jones, Director of Public Relations, Hotel Equities, 770.934.2170

Brad Rahinsky, President and Chief Operating Officer, Hotel Equities, 678.578.4444, x 22

Joe Reardon, Sr. VP of Marketing and Business Development, Hotel Equities, 678.578.4444, x 23

Photo Caption: Jack Odom serves as Regional Director of Operations for Hotel Equities covering 26 hotels in Texas and Oklahoma.