



**K. Iversen**



**A. Lee**

## **Hotel Equities Names GM and DOS for SpringHill Suites Navarre, Florida**

ATLANTA—January 17, 2017 – Atlanta-based [Hotel Equities](#) named the following top members of its leadership team at the SpringHill Suites by Marriott Navarre located in Navarre, Florida. **Kristin Iversen** serves as the General Manager and **Angie Lee** is the Director of Sales.

Owned by TTN, Inc., the 161-room, all-suites hotel is currently under construction directly on Navarre Beach. With on-site dining, 3,300 SF of meeting space and both a lazy river and indoor pool, the unique hotel is expected to open in the spring of this year.

Ms. Iversen oversees the operations of the hotel including food & beverage, sales & marketing and revenue management strategies. Ms. Lee has responsibility for creating and implementing strategic sales and marketing plans and achieving corporate objectives as they relate to business, leisure and group business.

With experience in both human resources and sales, Ms. Iversen joined Hotel Equities more than five years ago, as General Manager of the Cayo Grande Suites before her promotion to General Manager of the Hampton Inn & Suites by Hilton in Navarre. She has also served as a Lead General Manager in the region for Hotel Equities. She holds a Degree in Business Administration with a minor in Fine Arts from the University of Central Florida. In her free time, she enjoys photography, painting and spending time on the water with her family.

“Kristin brings outstanding leadership experience plus knowledge of the local market to her new post,” said **Dominic Buompastore**, Hotel Equities’ Vice President of Operations-Full Service & Resorts. “Her skills and hospitality acumen, make her the perfect choice as General Manager for this new resort-style SpringHill Suites on the Gulf beach.”

Ms. Lee brings years of hospitality and sales expertise from her most recent post as Director of Sales for the Hampton Inn & Suites Navarre. She began her hospitality career in a series of roles ranging from Breakfast Attendant to Front Desk Associate and Sales Coordinator working across major brands including IHG, Hilton and Marriott with a concentration in resort-style lodging.

A native of the Emerald Coast, Ms. Lee recently completed the Leadership Santa Rosa Program and plans to continue expanding her leadership in the community, the Chamber and the Tourist Development Council.

“Angie has done an excellent job as a sales leader for our firm over the past few years,” said **Jackie Edmonds**, Regional Director of Sales for Hotel Equities. “She will be very successful at our beautiful oceanfront hotel.”

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

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