



Jim Holliday

## **Hotel Equities Names Holliday Regional Director of Sales**

### **Adds Industry Vet to Spearhead Sales Teams' Efforts**

ATLANTA, GA (April 24, 2017) – Atlanta-based **Hotel Equities (HE)** recently named **Jim Holliday** as Regional Director of Sales for the firm. Mr. Holliday reports to **Roger Miller**, Vice President of Sales & Marketing. Based in Atlanta, Mr. Holliday will focus on the hotels in the firm's Full Service and Resort Division as he works to assist, support and direct the sales efforts throughout the firm's growing portfolio. Additionally, he will help facilitate training for the Directors of Sales at their respective hotels.

With more than 25 years of hospitality industry experience, Mr. Holliday came to Hotel Equities from the AAA Five Diamond Fairmont Scottsdale Princess. He served as Director of Markets, successfully leading a team with an annual budget of \$11.2 million or nearly a third of the resort's overall annual budget. Previously, he served as Director of Association, Mid-Atlantic and Southeast for the AAA Four Diamond Waldorf Astoria, La Quinta Resort & Club and PGA West.

"Jim brings strong analytical, problem-solving, sales and team-building skills to his new post," said Mr. Miller. "He knows how to build valuable relationships, set goals and develop strategic plans that will ensure success for those he leads. His skills and experience will help our teams achieve their goals."

Mr. Holliday spent three years as Area Sales Leader for Marriott International's Mid-Atlantic Region with responsibility for seven full service hotels in three states. He started his hospitality career in 1996 in Atlanta as Manager of the Olympic Village where he had oversight of 100+ staff members serving 750 athletes from 84 different countries.

"Hotel Equities holds an outstanding reputation among its peers in hospitality," said Mr. Holliday. "I'm honored to be a part of such a well-respected industry leader."

Mr. Holliday earned a B.S.F.C.S./Hotel Restaurant from the University of Georgia with additional hours from Harvard Leadership E-Learning. In his free time, he enjoys working with the American Kennel Club dog shows. He is also active in his church.

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

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