



Steve Crabill, Vice President of Business Development

## **Hotel Equities Taps Former Hilton Executive Steve Crabill for Development Team**

Industry veteran Crabill brings multi-branded expertise and relationships to firm's leadership team

ATLANTA, GA (January 20, 2016) –Atlanta-based **Hotel Equities (HE)** recently tapped **Steve Crabill** to join the firm as Vice President of Business Development.

Mr. Crabill was most recently with Hilton Worldwide serving as Vice President & Managing Director, Franchise Development for all Hilton brands in the Southeast Region, with the exception of luxury brands.

In a hospitality career that spans 30 years, Mr. Crabill has developed or led teams responsible for opening over 1,000+ hotels throughout the southeastern United States. He has held leadership positions with three major hotel companies, including Hilton Worldwide, Marriott International and La Quinta Inns.

“I am excited to have Steve join Hotel Equities at this time of growth and expansion,” said **Fred Cerrone**, Chairman & CEO of Hotel Equities. “I have known Steve for 25+ years and consider him a friend and a colleague. I look forward to having him as part of our team as we continue to make HE an extraordinary hotel development, third-party management and ownership company.”

Mr. Crabill began his career with La Quinta Inns where he gained valuable brand experience in development. Soon recruited by Marriott, he worked there for more than ten years developing four of the corporation's most profitable and prolific brands: Residence Inn, Courtyard, Fairfield Inn and TownePlace Suites. Hilton tapped him in 1996 and he spent the next 18 years working with seven of the company's major brands including Hilton, DoubleTree, Embassy Suites, Homewood Suites, Hilton Garden Inn, Hampton Inn and Home2 Suites.

“It is with great pleasure that I have accepted the opportunity to work with the fantastic team at Hotel Equities,” said Mr. Crabill. “They are exceptionally talented, honest and experienced. It's an honor to be a part of this award winning organization.

A native of Ohio, Mr. Crabill holds a B.S. degree in Business Administration from Ohio State University. After graduation, he served in the U. S. Navy with the Naval Security Group before beginning his hospitality career. Mr. Crabill and his wife reside in Atlanta.

“As HE continues the strategic and thoughtful growth of the organization, it was imperative to bring in an expert with strong brand and relational connections in the industry,” stated **Joe Reardon**, Senior Vice President of Business Development. “Through our selection process, we found no one better prepared to help us continue our growth and industry relationships than Steve. With his vast experience and unique ability to connect the dots to get projects done, he will focus on growing portfolios for new and existing ownership groups across the entire United States. As the Hotel Equities portfolio continues its coast to coast expansion, Steve will add great value to the HE brand and ownership groups alike.”

**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 Chairman and Chief Executive Officer. Brad Rahinsky serves as President and Chief Operating Officer. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).

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**Photo caption:** **Steve Crabill** serves as Vice President of Business Development for Hotel Equities.