



Frederick W. Cerrone, C.H.A.

President and CEO

Fred Cerrone serves as President and CEO of Hotel Equities. His hospitality career spans a four-decade progression from desk clerk at Boston's largest hotel, to managing operations for hotels throughout the country, to launching Hotel Equities, his own company, in 1989.

A general manager at age 21 and twice recognized as "General Manager of the Year" by national hotel franchises, Fred has hospitality in his blood. After many years in key positions with top hotels, he founded Hotel Equities and became a Marriott franchise partner. Fred then co-founded Day Hospitality Group (DHG) with Peyton Day. After a successful 10-year run, he purchased the management segment of DHG and re-named the company Hotel Equities.

Fred Cerrone graduated with an AS degree in Hotel and Restaurant Management from Miami Dade College and earned an MBA at Georgia State University. He holds the prestigious Certified Hotel Administrator (CHA) designation through the American Lodging Association. HotelWorld Expo & Conference named him Global Hotelier of the Year 2009, a most prestigious award that honors leaders in the hospitality industry.

Chairman of Marriott's Fairfield Inn Franchise Advisory Board, Fred Cerrone also serves on the Franchise Advisory Board for Marriott's SpringHill Suites. He is a member of the Advisory Board for Georgia State University's Cecil B. Day School of Hospitality and he sits on the board of the Atlanta Convention and Visitors Bureau.

Hospitality is a people-centered business and people are Fred Cerrone's passion. He enjoys seeing Hotel Equities' associates thrive and considers himself Head Coach of the hospitality team. He served six years in the USMC Reserve. He enjoys all sports (particularly baseball), playing golf, reading, and spending time with his six grandchildren. A member of Dunwoody Baptist Church, he is married to Christine, his high school sweetheart.

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