



Becky Aleman

Hotel Equities Promotes Becky Aleman to Regional Director of Operations

ATLANTA, GA (February 16, 2018) – Atlanta-based **Hotel Equities (HE)** recently promoted **Becky Aleman** to the position of Regional Director of Operations. Ms. Aleman has oversight of all above-property operations for a group of hotels managed by Hotel Equities. Based in Virginia, she most recently served as the General Manager of the Fairfield Inn & Suites by Marriott Lynchburg.

With more than 16 years of hospitality industry experience, Ms. Aleman began her hospitality career as the Sales Manager at the TownePlace Suites by Marriott in Yorktown, Virginia and soon earned the post of Assistant General Manager at Courtyard by Marriott in Yorktown. She went on to serve successfully in a regional position as Sales Manager for a group of hotels before taking the Director of Sales position for the Courtyard by Marriott in Lynchburg, Virginia.

Ms. Aleman joined Hotel Equities in 2015 as General Manager of the Fairfield Inn & Suites by Marriott Lynchburg and successfully directed the hotel through a complete renovation. Recognizing her achievement, the firm selected her as the General Manager Rookie of the Year 2015. Promoted to Lead General Manager, she provided support and guidance in maximizing financial performance and maintaining guest satisfaction and operational standards for a group of hotels in addition to her own property. In 2016, she earned the prestigious Chairman’s Award from Hotel Equities.

“Becky brings a strong background in operations and interpersonal skills to her new post,” said **Chuck Powell**, Senior Vice President of Operations for Hotel Equities. “Her enthusiasm, strong work ethic and experience will help our teams achieve their goals and ensure success.”

Ms. Aleman studied Business Administration and Accounting at Rappahannock Community College in Glens, Virginia. Residents of Concord, Virginia, she and her husband are the parents of two young children. She enjoys spending time with family, cooking, shopping and traveling.

***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.*

Contacts: Margaret M. Jones, Director of Public Relations, Hotel Equities, [770.934.2170](tel:770.934.2170)
Brad Rahinsky, President and Chief Executive Officer, Hotel Equities, [678.578.4444](tel:678.578.4444), x 22
Joe Reardon, SVP of Business Development and Marketing, Hotel Equities, [678.578.4444](tel:678.578.4444), x 23