



HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY™



Polly Ann Elliott



Kristen Vasquez

Hotel Equities Expands Regional Team to Support Strategic Growth Adds Top Industry Talent in Sales and Marketing

ATLANTA, GA (May 30, 2018) – To support recent portfolio growth, Atlanta-based [Hotel Equities \(HE\)](#) appointed two new regional directors of sales (RDOS), **Polly Ann Elliott** and **Kristen Vasquez**. Both new regional team members will report to **Drew Salapka**, Hotel Equities' Sr. Vice President of Revenue Generation. The additions further expand the firm's regional sales and marketing team supporting a portfolio of 100+ hotels throughout the United States and Canada.

*"We continue to invest in talent and infrastructure improvements throughout all disciplines," said **Brad Rahinsky**, HE President & CEO. "Expansion of our leadership team is mission critical to ensure our growth is performance driven. Improving our output and deliverables to our key stakeholders creates the opportunity for our development team to pursue additional strategic partnerships. That model, when done correctly, continuously feeds itself."*

RDOS **Polly Ann Elliott** brings a vast amount of experience in sales, leadership and training to a portfolio of hotels where she has oversight of sales and marketing strategies in the firm's east region. She joined Hotel Equities in 2017 as the Area Director of Sales for a portfolio of hotels in Charleston, South Carolina where she successfully maximized revenues and increased group bookings for all assets.

*"Polly Ann has a passion for developing talented sales people," said **Drew**. "She takes initiative to facilitate enhanced training sessions with the sales leaders throughout her portfolio of hotels ensuring they have the tools they need to achieve success. Her "spirit to serve" attitude and unique leadership skills yield impressive results and strengthen our Sales and Revenue Generation team."*

Preparing for further growth in the Texas market, RDOS **Kristen Vasquez** is strategically positioned in Houston to oversee a portfolio of hotels in the firm's central region. She joins HE with 10+ years of above-property sales experience and has knowledge of more than twenty brands within Marriott, Hilton and Hyatt hotels. Touting the new RDOS as a *people person* with a creative approach to challenges, **Drew** said, "*Kristen strengthens her on-property sales teams by easily identifying needs and developing strategies to increase efficiency and generate revenue. With a proven track record of success, she has received many accolades for her hard work over the years and we are thrilled to have her continue that success on the HE team.*"

Hotel Equities is approaching a milestone this year, celebrating 30-years of delivering *Excellence in Hospitality™*. The firm entered Canada this past February and continues to build their Canadian portfolio with five hotels under management and another five in the pipeline. They have strategically grown the full-service and resort division with 25 percent of the firm's room count in the larger hotel and full-service segment. Hotel Equities continues its growth in these areas and reaffirms that the new hires, who are outstanding industry leaders, will spur growth and compliment sustainability in all segments.

Hotel Equities (HE) is an Atlanta-based full-scale 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 CEO.

For more information, visit www.hotelequities.com.

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