



Bryan DeCort

Hotel Equities Promotes Bryan DeCort to Executive Vice President

Leadership team focus on operational excellence and performance-based growth strategy

ATLANTA, GA (May 10, 2019) – Atlanta-based hotel owner, operator and development firm, [Hotel Equities](#) (HE), named Bryan DeCort to the position of executive vice president. He reports directly to Brad Rahinsky, HE’s president & CEO.

Bryan has over 25 years of experience in hospitality and operations. Since joining Hotel Equities in 2017, he has helped restructure the organization’s operational platform to aid in HE’s growing portfolio of hotels. He worked closely with Hotel Equities’ executive team to ensure a consistent approach to implementation and developed a long-term strategy to promote performance-based growth. His efforts have resulted in the strengthening of technical capabilities across all departments, as well as consistent high-performance results among their portfolio of hotels.

“Bryan is a key member of our senior leadership team and has been instrumental in expanding and strengthening our operational footprint,” said Brad Rahinsky. “His passion, charismatic servant leadership and operational expertise make him a perfect fit for the new position. I look forward to working alongside him as we continue to focus on operational excellence across our portfolio of hotels.”

Prior to joining HE, Bryan served in a series of executive level positions at luxury hotels with Marriott International, Renaissance, Sheraton and Omni Hotels. He also spent a portion of his career in multi-unit leadership roles with two highly-respected national parking companies.

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 120+ hotels throughout the U.S. and Canada. 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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