



Drew Salapka



Cesar Wurm

**HOTEL EQUITIES EXPANDS EXECUTIVE TEAM; PROMOTES
DREW SALAPKA TO SVP OF OPERATIONS,
CESAR WURM TO SVP OF SALES & REVENUE GENERATION**

Unique skillsets, key roles to drive results and provide additional support for growing portfolio of hotels

ATLANTA, GA - May 28, 2019 – Today, hotel owner, operator and development firm, [Hotel Equities](#) (HE), announced they recently promoted Drew Salapka to senior vice president of operations and Cesar Wurm to senior vice president of sales and revenue generation. In his new role, Drew will lead the firm’s growing portfolio of owned/managed hotels. Cesar will lead HE’s companywide strategic sales and revenue generation efforts. Both Drew and Cesar will work closely with HE’s executive team to drive performance and accountability. Both leaders report to Bryan DeCort, Hotel Equities’ EVP. The announcement signifies the company’s continued commitment to elevating talent and HE’s focus on driving results for stakeholders.

“Expanding our executive leadership team is mission critical as we continue to grow the company through performance,” said Brad Rahinsky, president and CEO of HE. “Drew’s diverse background is a differentiator that gives him a unique skillset and perspective in his new role. Starting his career on the operation’s side and culminating as a GM of the Year for Marriott, followed by many years in senior leadership on the sales and revenue generation side, Drew is uniquely qualified to lead the operational engine for our organization. Cesar’s impact overseeing sales and marketing for HE has been immediate and significant. Together, their combined efforts will drive top-line growth and maximize our operational efficiencies, allowing us to provide the highest returns for our stakeholders.”

Drew most recently served as senior vice president of revenue generation for HE. He joined HE in 1999 as a summer intern and earned the position of bench manager, covering various operational positions at several of the company’s hotels. While serving as general manager for the TownePlace Suites Kennesaw, Marriott International recognized him as *General Manager of the Year* for the brand. In 2006, Drew was appointed as the firm’s first revenue manager and, in 2008, the company promoted him to full-time director of revenue generation.

Cesar joined HE in 2018 as VP of sales and marketing for HE. Prior to joining HE, he was director of new hotel openings for InterContinental Hotels Group and spent his early years as a multi-unit sales leader with Trust Hospitality and Starwood Hotels & Resorts.

“Drew and Cesar exemplify the HE culture and how effective leaders drive results. Both have developed strong teams that continue to drive results,” said Bryan DeCort, EVP. “Drew is a great example of our company’s commitment to internally developing talent. Internal advancement has always been a keystone of Fred Cerrone, founder and chairman of Hotel Equities. Promoting from within is a big part of our culture and acknowledges the hard work and results-driven performance of our leaders. Drew and Cesar demonstrate diverse leadership skills that give us a competitive advantage as we continue to experience record growth in our portfolio.”

Drew is a graduate of Clemson University with a B.B.A. in Business Management. Cesar graduated from Washington State University and Cesar Ritz College in Brig, Switzerland (B.A. and a Swiss Higher Diploma under an accelerated program).

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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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