



Erika Bauchrowitz

Hotel Equities Names Bauchrowitz to Regional Director of Operations

ATLANTA, GA (June 3, 2015) –Atlanta-based **Hotel Equities** (HE) www.hotelequities.com recently promoted **Erika Bauchrowitz** to the position of Regional Director of Operations.

She reports to Rob Cote, the firm’s Vice President of Operations. Erika has responsibility for the oversight of multiple brands in her region including Georgia, Florida, Louisiana and Missouri.

“Erika’s role comes as a direct result of Hotel Equities’ robust growth to over 90 properties in the first four months of 2015, “ said Mr. Cote. “Erika’s leadership, guidance and focus on success is critical to the success of the properties in her region. We continue to strengthen the depth of experience and leadership with her addition to our corporate team.”

While a student at the University of Las Vegas, Nevada, Erika began working at the nearby Tropicana Resort and Casino. She found her career and has since logged 20 years of experience in the hospitality industry. Over the years, she has served in positions including front office manager, housekeeping manager and employee development and training manager. She has held positions in hotel operations with Hyatt Hotels and served as a General Manager with both Starwood and Hilton Hotels.

A native of Managua, Nicaragua, Erika loves to travel and has spent time living in Central and South America as well as Australia. She holds a B.S. degree in Business Administration from the University of Nevada, Las Vegas. In her free time, she enjoys playing golf, traveling and spending time with family. She currently lives in Charlotte, North Carolina.

Hotel Equities (HE) is an Atlanta-based full-service hotel development and management company operating more than 90 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Chairman and Chief Executive Officer. Brad Rahinsky serves as President and Chief Operating Officer. For more information, visit www.hotelequities.com.

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Photo caption: Erika Bauchrowitz serves as Hotel Equities’ Regional Director of Operations.