



Susan Greenberg

Hotel Equities Names Greenberg Regional Director of Sales in Texas

ATLANTA, GA (September 7, 2017) – Atlanta-based **Hotel Equities (HE)** recently named **Susan Greenberg** as the Regional Director of Sales for a portfolio of the firm’s hotels in Texas. She reports to **Drew Salapka**, Vice President of Sales & Revenue Generation. Responsible for all sales, marketing, public relations and market share growth for the firm’s growing Texas portfolio, Ms. Greenberg directs the firm’s sales teams to peak performance.

“Susan is an award-winning professional who brings a wealth of experience and impeccable credentials in hotel sales and marketing to her new post,” said Mr. Salapka. “She knows the Texas market and the brands that we manage. In addition to building relationships with her clients, she enjoys sharing her expertise, training and mentoring her sales teams. She is a great fit for our firm.”

Formerly with The Embassy Suites Austin Central as Director of Sales and Marketing, Ms. Greenberg also served in similar positions with Marriott full service hotels in Richmond and Austin. Throughout her career, she held leadership posts in sales with the Omni Hotel Austin Downtown and Westin Hotels and Resorts.

“Hotel Equities continues to invest in infrastructure by making strategic external hires that place top talent in sales, revenue management and operations positions,” said Joe Reardon, HE’s SVP of Business Development and Marketing. “We believe in having strong boots on the ground to support our great portfolio of assets. With Susan, we have a mentor and a sales professional who gets the job done.”

Ms. Greenberg holds a B.A. in Sociology, Asian Studies from Tufts University. A professional chef with a keen interest in culinary arts, she earned several professional certificates in food and beverage management and holds a Culinary Theory Certification from Académie de Cuisine. Other interests include travel, golf and reading. She and her husband live in Dripping Springs, Texas with their two dogs.

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.

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