

HOTEL EQUITIES LAUNCHES AREA GM PROGRAM

ATLANTA – July 16, 2020 – Today, [Hotel Equities](#) (HE) launched its Area GM program and introduced six outstanding general managers who have elevated into the new role. The program is intended to promote hotel leaders interested in expanding their roles and growing with the company. This group represents four different geographical regions within Hotel Equities’ portfolio.

“Today more than ever and because of the challenges presented to the hospitality industry, it is critically important that we recognize and reward our talented leaders in the field, said SVP of Operations, Tom Poehailos. “This is such a deserving group and they have earned their new titles. GMs are on the front lines today helping their teams navigate the new “abnormal” and when we see occupancy levels begin to rise and steady... it will be because of resourceful and creative GM’s like these have instilled confidence in travelers again through their unwavering determination and heart to serve.”

In their new roles, each will have multi-unit responsibilities with oversight of a portfolio of 3-5 hotels within their respective geographic regions.



About Hotel Equities

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm with a portfolio of 140+ hotels and projects throughout the United States 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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