



*Kristin Iversen*

## **Hotel Equities Promotes Kristin Iversen to Director of Learning and People Development**

New position and growing infrastructure key to performance-driven growth strategy

Atlanta, GA – May 16, 2019 – Today, Atlanta-based hotel owner, operator and development firm, [Hotel Equities](#) (HE), announced that Kristin Iversen has been promoted to director of learning and people development. In her new role, Kristin will help facilitate the expansion of Hotel Equities' industry best [hotel management training programs](#). Kristin will report to Nancy Curtin Morris, VP of learning and people development for HE.

“Kristin’s experience in operations as an award-winning GM, combined with her passion for developing others, makes her an ideal candidate for this integral role,” said Nancy Curtin Morris, VP of learning and people development. “I’m thrilled to have her join our team. She will undoubtedly elevate the level of talent we produce.”

Kristin began her career in hospitality as director of sales for an independent, extended-stay hotel on the Florida panhandle. She was promoted to assistant general manager where she discovered her passion for operations and people development. She later assumed the role of general manager for the property. Kristin joined HE in 2012 as the general manager for a Hilton hotel in Navarre Beach, FL. During her tenure, she was promoted to Lead GM for the firm, overseeing a portfolio of Marriott and Hilton branded properties. Under her leadership, the portfolio of hotels achieved top-performance results and maximum returns for owners.

Most recently, Kristin served as the opening general manager for the new [SpringHill Suites by Marriott-Navarre Beach](#). She oversaw the 12-month development of the resort-style hotel which boasts over 3k square feet of meeting space, as well as a full-service restaurant and bar. The hotel earned an award for achieving the highest guest satisfaction scores for a New Hotel Opening in the firm’s portfolio of hotels, as well as recognition from Marriott for top guest satisfaction scores for the entire SpringHill Suites by Marriott brand. The hotel also consistently earned a #1 ranking on TripAdvisor.

Kristin is a graduate of HE’s Leadership Development Program, intended for individuals with multi-unit oversight. In 2014, she received HE’s prestigious Chairman’s award in recognition of her many contributions to the company.

Bryan DeCort, Hotel Equities’ EVP, contributes the company’s success to its performance-driven growth model. “Boosting our infrastructure by promoting internal associates is a huge value-add for our stakeholders and sends the right message to our team. Kristin has earned this position and it’s an honor to have someone of her caliber assume the integral role.”

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**Photo Caption:** Kristin Iversen

**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](http://www.hotelequities.com).

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