



Roger A. Miller, Vice President of Sales & Marketing

## **Hotel Equities Names Miller Vice President of Sales & Marketing**

Industry veteran brings multi-brand full service, resort expertise and relationships to firm's leadership

ATLANTA, GA (March 17, 2016) – Atlanta-based **Hotel Equities (HE)** recently named **Roger A. Miller** the Vice President of Sales & Marketing for the firm.

A veteran of more than 20+ years in multi-unit hotel sales and marketing, Mr. Miller brings full service and select service brand expertise and leadership to his new position including a background in training, coaching and mentoring. In addition, he has a solid history of building collaborative business partnerships with owners, lenders, investors, asset managers and multiple brand representatives.

During his career, he has represented 150+ properties in 42 states, ranging from 60-600 rooms with combined assets in excess of \$1.5B. Projects included development, conversion real estate, rebranding, repositioning and strong performing hotels. Brands represented included: Marriott (full, extended stay and select service), Hilton (full, extended stay and select service), Hyatt (full service), Starwood (full service), IHG (full and select service) and Choice Hotels.

Mr. Miller's responsibilities as Vice President of Sales & Marketing will include developing pre and post new hotel opening sales and marketing plans, rebranding and repositioning hotel sales & marketing plans and guiding new hotels from construction to opening with great ramp speed for success in their markets. He will oversee five regional directors of sales and marketing throughout the country.

"I am very excited to join the Hotel Equities' family," said Mr. Miller. "I appreciate the opportunity and look forward to contributing to our company's continued success and growth."

"We are thrilled to have someone with Roger's pedigree join the sales and marketing side of the firm," said **Joe Reardon**, Sr. Vice President of Marketing and Business Development.

Mr. Miller holds a B.A. degree from William Carey University in Hattiesburg, Mississippi. He and his wife reside in Atlanta.

*Hotel Equities (HE) is an Atlanta-based full-service hotel ownership, management and development firm operating nearly 100 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](http://www.hotelequities.com).*

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**Photo caption: Roger A. Miller** serves as Vice President of Sales & Marketing for Hotel Equities.