



HOTEL EQUITIES

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HOTEL EQUITIES PROMOTES BRYAN DECORT TO CHIEF OPERATING OFFICER

ATLANTA, GA – September 1, 2020 – Today, leading hotel ownership, management and development firm, [Hotel Equities](#) (HE), announced the promotion of **Bryan DeCort** to the position of chief operating officer. In his role, DeCort will be responsible for enterprise-wide performance, profitability and corporate strategy for the firm’s portfolio of 160+ hotels and resorts throughout the United States and Canada.

DeCort joined the firm in 2017 as senior vice president of operations and most recently served in the role of executive vice president. He was the architect for a comprehensive internal re-organization while the firm simultaneously added over 50 hotels, 1700 associates and opened 3 regional office locations. Under his guidance and leadership, HE’s operational platform has consistently achieved award-winning, best-in-class performance results.



*Bryan DeCort, COO,
Hotel Equities*

“Bryan is a natural servant leader... that attribute, coupled with his appetite for driving performance and accountability make him the right leader for this critical role,” said Brad Rahinsky, president & CEO of HE. “The COO role allows Bryan to do what he does best...focus on the people, their aspirations and the overall performance of the organization. I couldn’t be more confident and proud to move forward with Bryan at the helm of HE’s operations.”

Since joining HE, DeCort has constructed an industry-leading team and implemented cutting edge technology to support the firm’s portfolio. Excited about his new role, DeCort remains grounded in its significance and shared that preserving the company culture remains a key focus, and one of his most important functions.

“This opportunity allows me to shift from a tactical to a more strategic approach moving forward,” DeCort said. “That’s only possible because we were intent on growing the company in a strategic way with the right people. We hired the best talent in the business and I’m so proud of the team we’ve put together. My commitment is to continue providing guidance and support in a way that values HE’s rich culture and past, while ensuring we create continued growth opportunities for associates and stakeholders. This is how we get better and ensure that twenty-five years from now HE continues to thrive and make a distinct difference in people’s lives.”

While overseeing the organization’s day to day operations, Bryan also plays a critical role in all owner, investor and brand relationships. With over 30 years of diverse hospitality experience, he has held progressive executive leadership positions with Marriott, Renaissance, Sheraton & Omni Hotels. DeCort

holds a B.S. in Business Administration from the University of Central Florida where he concentrated in Hospitality Management and Marketing.

About Hotel Equities

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm with a portfolio of 160+ 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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