



Jackie Edmonds

Hotel Equities Names Edmonds Regional Director of Sales in Texas Office

ATLANTA, GA (Manager March 7, 2016) – Atlanta-based [Hotel Equities](#) (HE) named **Jackie Edmonds** the Regional Director of Sales to the firm's regional office in Plano, Texas. She will report to **Drew Salapka**, Vice President of Sales & Revenue Generation.

Ms. Edmonds works with a defined number of properties in the Hotel Equities' portfolio to assist, support and direct the sales efforts in those hotels. She also conducts training for the Directors of Sales at their respective hotels.

"Jackie brings both longevity and a proven record of success in sales to our firm," said Mr. Salapka. "She has a depth of knowledge and experience with a number of different franchise brands including Hilton, Marriott and Starwood. Her skills and experience will help our teams achieve their goals."

With more than 25 years of experience, Ms. Edmonds comes to Hotel Equities from Newcrestimage in Dallas where she served as Corporate Director of Sales. Throughout her career, she has helped in the opening of over 40 hotels and has worked with more than 26 different franchise hotel brands.

Ms. Edmonds began her career behind the desk of the Martha Washington Inn, an Historic Hotel of America property in Abingdon, Virginia. She soon transitioned to Sales Coordinator and then to Catering Manager and her career path was set. She has held leadership positions in sales and marketing with Stonebridge Companies in Colorado, InterMountain Management in Louisiana, and Kinseth Hotel companies in Iowa.

Ms. Edmonds attended the University of Tennessee and Virginia Intermont College in Bristol Virginia. She graduated with Honors with a B.S. in Business Administration. An avid traveler, she has visited each of the 50 states and traveled to over 25 countries. She enjoys watching Denver Broncos' football and Duke Blue Devil's basketball. Her hobbies include boating, sewing and attending concerts.

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating more than 95 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotelequities.com.

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Photo Caption: Jackie Edmonds, Regional Director of Sales