



# HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY™



Cesar Wurm

## Hotel Equities Names Industry Veteran, Cesar Wurm, VP of Sales and Marketing

**ATLANTA, GA – June 18, 2018** – Atlanta-based [Hotel Equities](#) (HE) elevates their sales and marketing division with the appointment of industry veteran **Cesar Wurm** as VP of Sales and Marketing. In his new role, Cesar will lead HE's enterprise-wide strategic sales effort while supporting the regional sales team and driving best-in-class performance results. The award-winning hotel ownership and management company continues to elevate talent and focus on driving results for key stakeholders. Last month, the firm announced the addition of two regional directors of sales and plans for two additional regional offices to support their expanding portfolio of hotels.

*“Cesar’s servant leadership style and his holistic approach to driving performance results gives us a competitive advantage,”* said **Drew Salapka**, SVP of Sales and Revenue Generation for Hotel Equities. *“Cesar’s vast sales experience in different*

*market segments and property types, from luxury to extended-stay hotels, provides an immediate value-add for our owners.”*

Cesar was previously Director of New Hotel Openings for InterContinental Hotels Group. He began his career in Brig, Switzerland, as an assistant resident manager, and later came to the U.S., advancing from intern to several leadership positions with Crestline Hotels & Resorts, Starwood and most recently as VP of Sales at Trust Hospitality. His departments achieved back-to-back records for sales and revenue in his previous roles, establishing himself as a market positioning expert through strategy, leadership and deep industry relationships.

*“Hotel Equities is an extraordinary company and I’m honored to join their dynamic team,”* said Cesar. *“I look forward to contributing to the company’s continued growth by producing high-performing hotels and delivering optimal results for our partner stakeholders.”*

Cesar’s accolades include 2014 Best-in-Class Associate Satisfaction Survey (Starwood), 2012 winner of the North America Division Cross-Over Contest (Starwood), 2010 Top Booking Team of North America Division (Starwood) and 2008 honoree for the Stars of the Lodging Industry by the Georgia Hotel & Lodging Association.

Cesar graduated from Washington State University and Cesar Ritz College in Brig, Switzerland (B.A. and a Swiss Higher Diploma under an accelerated program).

**Photo Caption:** Cesar Wurm

**Hotel Equities** (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 100+ hotels throughout North America. **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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