

# Hotel Business

## EXCLUSIVE: Hotel Equities Names Rahinsky CEO; Cerrone Remains Chairman

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ATLANTA—Industry veteran Fred Cerrone is stepping out of his role as CEO of Hotel



Equities, turning the keys to the C-suite and the title over to Brad Rahinsky, who has been serving as president/COO of the 28-year-old hotel ownership, management and development company, *Hotel Business* has learned.

The move follows a unanimous vote by HE's board of directors. The new president/CEO also has been named a partner in Hotel Equities.

Cerrone will remain in his position as chairman of the firm, which he founded. He also will retain his position as COO of Hotel Development Partners, LLC, a joint venture he co-founded in 2012 that tandemed Hotel Equities with IRE Capital, Inc., and McCarthy Investments, LLC.

Hotel Equities Chairman Fred Cerrone (left) with President/CEO Brad Rahinsky

According to Cerrone, “the timing was right” to make the shift.

“Brad has been the president and COO of Hotel Equities for nearly three years. The promotion to CEO was really the culmination and acknowledgement of the success and accomplishments he and his team have achieved and their vision for the organization moving forward,” he said.

Rahinsky joined Hotel Equities five years ago as VP/operations in charge of strategic planning and the organization's day-to-day activities, leveraging his experience in hospitality operations, sales and marketing and business development.

Rahinsky sees the change as a signal to the industry of HE's positive trajectory.

“It communicates to the industry what the Hotel Equities’ team has seen and experienced over the last few years as I took over the day-to-day responsibilities for HE,” said the CEO.

During his tenure at HE, the firm realized strong growth. Rahinsky recruited and promoted talent, adding several vice presidents and regional directors of operations. He also initiated strategies around revenue management, sales, financial support, training and marketing, and helped expand development and third-party partnerships.

Hotel Equities’ currently has a portfolio of 103 hotels, 20 of which are owned and managed and 83 that are managed. Weighted toward Marriott International and Hilton Worldwide brands, the portfolio also includes product from IHG and Hyatt Hotels, as well as four independent properties.

In terms of growth, Rahinsky said, “Our full-service division has seen significant growth and will continue to be the fastest-growing division within our portfolio. We have a dedicated team that has 100-plus years of combined full-service experience in larger, upper-scale hotels, food and beverage, repositioning of hotels and restaurants, etc. We will continue to be focused on our mix with a 40% target for the overall portfolio over the next few years.”

The company also opened regional offices in Florida and Texas to support its expanding portfolio.

“We are not just a management company any longer. With ownership in over 20 hotels today, that number will move to 30-35 over the next few years,” said Cerrone. “Our geographic diversity has greatly changed over the last few years as well. We are an organization with hotels in 22 states from California to New York, Vermont to Florida and everywhere in-between.”

The CEO added his promotion also allows Cerrone “to spend more time on mission critical projects, such as fundraising for the firm and on ensuring that the culture that he has invested so heavily in over the past 25-plus years is thriving and being practiced and lived every day by our nearly 2,000 associates.”

From his perspective, Cerrone said, the move “affirms Brad’s leadership and oversight of all areas of business... It has Brad more involved on our fund side along with me, as he is now a partner of the firm. Brad has built an industry-leading team that has elevated the results and expectations for HE in all key areas of the business. This allows him to continue that drive and push the vision out to the next level of leadership for the foreseeable future.”

—Stefani C. O'Connor