



HOTEL EQUITIES NAMES DAVID SCHARFSTEIN CHIEF FINANCIAL OFFICER

ATLANTA, GA (September 1, 2022) – Today, hotel owner, operator, and development firm, [Hotel Equities](#) (HE), announced the appointment of [David Scharfstein](#) as Chief Financial Officer. In his new role, Mr. Scharfstein will lead and support all functions and go forward financial strategy for HE’s finance and accounting discipline with an elevated focus on mergers and acquisitions.

Mr. Scharfstein has 15+ years of experience as a strategic partner to the C-suite and board of directors, and an extensive corporate finance background across a wide range of industries and functions. He joined Hotel Equities from EmployBridge where he spent the past 4 years as Vice President of Financial Planning & Analysis and later Vice President of M&A Integration and Enterprise Initiatives. While there, he was tapped to stand up and lead an enterprise transformation organization reporting to the CEO to lead post-merger integration in support of M&A strategy and other enterprise-wide initiatives. Prior to EmployBridge, David was Senior Director of Financial Planning & Analysis at nThrive, Inc. where he served as finance business partner for the C-suite and supported total company financial planning for the newly formed \$550M Private Equity-backed entity.



“David has an extensive background in FP&A (financial planning & analysis) and a proven track record of leading highly productive teams through periods of rapid growth,” said Brad Rahinsky, President & Chief Executive Officer for Hotel Equities. “His expertise will be a tremendous asset to Hotel Equities as we continue to scale.”

Mr. Scharfstein holds a Bachelor of Business Administration from Georgia Southern University and a Master of Business Administration from the University of Georgia.

He is based in Hotel Equities’ corporate headquarters in Alpharetta, GA.

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About Hotel Equities

Hotel Equities is an award-winning full-scale hotel ownership, management and development firm with a portfolio of over 250 hotels and resorts throughout the United States and Canada. Fred Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. Hotel Equities is an affiliate of 33 Degrees, an integrated management platform combining market knowledge and industry experience across a broad range of CRE assets including office, restaurant, retail, mixed-use and multi-unit residential. For more information on Hotel Equities, visit www.hotelequities.com.

Media Contact

Leslie Komet Ausburn, CTA
(210) 326-8992
leslie@kometcommunications.com