



HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY®

Hotel Equities Announces New Additions to Leadership Team

ATLANTA – September 28, 2023 – Today, hotel owner, operator and developer, Hotel Equities (“HE”) is pleased to welcome two new team members to its leadership team in the areas of Operations and Finance. Brad Read has been appointed to the role of Vice President of Finance and Shannon Foster as Vice President of Operations.

“We are excited to introduce our new leaders, Brad Read and Shannon Foster”, said HE’s Chief Operating Officer, Bryan DeCort. “They will play a pivotal role in driving our company’s continued growth and elevating the experience for all our stakeholders. With their extensive skill sets, they bring immense value to our organization and will most certainly help us achieve new heights in operational excellence and financial success.”

Read brings with him a strong professional background in strategic finance and commercial leadership with an impressive track record driving commercial growth, cost containment and profitability. His expertise includes directing end-to-end financials both on domestic and international levels, including budgeting and forecasting, revenue optimization, financial analysis, and market strategy. Brad is an alumnus of the University of Delaware and the University of Maryland Global Campus with degrees in Business Administration and Management. His proven leadership skills in finance and strategy over the past 20-plus years coupled with his experience with technical tools and software will be a tremendous asset to the firm.



Foster will support the firm’s growing lifestyle vertical, the Greenwood Hospitality portfolio of hotels. Prior to joining Hotel Equities, Shannon served as Area Vice President of Operations for HRI Lodging, overseeing the group’s lifestyle division. In this capacity, she led her team to impressive gains in guest satisfaction and revenue growth by initiating creative operating procedures and cost containment plans. Shannon is a graduate of Michigan State University’s School of Hospitality Business. She is also actively involved in the Leukemia and Lymphoma Society and was recently honored by the organization as a Woman of the Year.

These additions underscore the company’s dedication to recruiting and developing top tier industry talent. View Hotel Equities’ award-winning portfolio of hotels at www.hotelequities.com or learn more about their expanding lifestyle division of hotels by visiting www.greenwoodhospitality.com.

###

About Hotel Equities

Hotel Equities (HE) is an award-winning full-scale hotel ownership, management, and development firm with a portfolio of approximately 300 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 hotelequities.com

Media Contact

Sommer L. Shiver, VP of Branding & Communications

sshiver@hotelequities.com