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Hotel Equities Announces Promotions in Finance and Accounting *Internal promotions grow careers and talent pipeline*

ATLANTA – February 28, 2024 – As the firm continues to bolster infrastructure and develop internal talent, today, [Hotel Equities](#) (“HE”) announced two key promotions in finance and accounting. **Hyangsoon Ha** has been promoted, expanding her role as VP of Finance & Accounting and **Suzanne Heller** has been promoted to VP of Accounting.

In her newly expanded role, Hyangsoon oversees financial reporting and analyzes data that supports decision-making and long-term financial strategy planning in both Canada and the United States. Her extensive leadership background in finance within the hotel industry enables her to support a wide range of markets across North America as well as supporting new hotels during transition into management. Since joining HE in 2020, Hyangsoon has been integral in developing and implementing strategic finance procedures, including communicating process enhancements, training and developing staff, and evaluating departmental efficiencies.

Suzanne possesses extensive financial and management expertise, with a noteworthy 13-year focus on real estate and hotel management. In her new role, she oversees various aspects of financial management to include day-to-day operations, with a primary focus on maintaining accurate and timely financial records. She and her team are responsible for ensuring compliance in financial reporting, the establishment and monitoring of internal controls to safeguard the company's assets and ensuring the precision of financial records.



"We are thrilled to announce the well-deserved promotions of Hyangsoon and Suzanne," said Eric McCarthy-Zink, SVP of Hotel Accounting for HE. "These promotions reflect their exceptional contributions to our team as well as our commitment to investing in people. Hyangsoon's leadership has been instrumental in shaping strategic finance procedures to help us reach our companywide initiatives and Suzanne has added incredible

value as an advocate for process enhancements that have further advanced training and software implementations. I'm confident that their expertise will continue to drive excellence in our day-to-day financial operations and compliance.”

The promotions highlight HE's ongoing commitment to fostering internal growth and recognizing the talent that propels them. In addition to promoting from within, the company invests heavily in its [management training programs](#) to jumpstart the careers of recent college graduates entering the workforce, and to propel those already in the industry to reach new heights. Learn more about job opportunities with Hotel Equities by visiting www.hotelequities.com/careers.

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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 PPC Enterprises, a private equity firm specializing in accelerations of high-potential service businesses. For more information on Hotel Equities, visit hotelequities.com.

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