



## Hotel Equities Promotes Dan Block to SVP of Operations

ATLANTA – June 26, 2023 – Hotel owner, operator and developer [Hotel Equities](#) (“HE”) is delighted to announce the promotion of Dan Block to Senior Vice President of Operations. In this expanded role, Block will oversee a diverse, multi-branded portfolio of hotels across the United States, driving operational excellence and ensuring outstanding guest experiences. Block will report directly to HE’s President of Hotel Operations, Al Smith.



Joining HE in March 2022 through the [Greenwood Hospitality partnership](#), Block held the position of Vice President of Operations, overseeing a diverse collection of lifestyle and full-service hotels. “As we continue to grow our presence in the industry, it is imperative that we are equipped with talented leaders to drive our success,” said Aik Hong Tan, principal with Greenwood Hospitality. “Dan came to us with a skillset that supports all our operational goals, but most importantly supports our people-first culture,” echoed Tom Conran, principal with Greenwood. “His experience and dedication to Greenwood and Hotel Equities are key factors in maximizing operational efficiencies and guaranteeing maximum returns for our stakeholders.”

Block brings a unique and robust perspective to servant leadership and hotel operations, with expertise spanning pre-opening initiatives, performance turnarounds, associate development, and owner relations. Block’s notable accomplishments also include his culinary education at The Culinary Institute of America in New York, which has made an immediate and far-reaching impact on the enterprise. With over 39 years of experience in the hospitality industry, he excels in asset management relations and maintains exceptional interactions with hotel owners.

“Dan Block’s promotion to Senior Vice President of Operations is a testament to his remarkable contributions and expertise in the field,” said President of Hotel Operations, Al Smith. “His extensive background in hotel operations, commitment to servant leadership, and expertise in culinary arts uniquely positions him to elevate our operational strategies and enhance the overall guest experience.”

As Senior Vice President of Operations, Block will leverage his wealth of experience and strategic vision to drive operational excellence, implement innovative initiatives, and foster a culture of exceptional guest service across the Hotel Equities portfolio.

### 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](http://hotelequities.com).

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