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Hotel Equities Appoints Edwards as New General Manager of the Hamilton Alpharetta, a Curio Collection by Hilton



ATLANTA – May 20, 2022 – Today, hotel owner, operator, and developer [Hotel Equities](#) (“HE”) announced the appointment of Amber Edwards as the new General Manager of [The Hamilton, a Curio Collection by Hilton hotel in Alpharetta, GA](#). The boutique-hotel is located in the heart of downtown Alpharetta and boasts a marvelous railroad-themed interior as a homage to the city’s rich transportation history. Amber reports directly to Peter Tziahanas, Sr. VP of Operations for Hotel Equities.

“Amber’s hospitality background and servant leadership style have already made a positive impact on the boutique hotel and its passionate associates,” says Tziahanas. “She is not only qualified as someone who has successfully managed a Curio Collection hotel before, but her experience as a savvy and strategic hotelier has allowed her a steady pattern of growth and a track record of achieving high performance results throughout her career.”

Prior to joining HE, Amber served as Area General Manager for Sage Hospitality Group, where she focused on providing overarching support to the leadership team during a brand transition by implementing brand touchpoints for guest and associate immersion. Her first two general manager roles were at independent hotels in Miami and Seattle, before returning to Georgia to further progress her flourishing career at soft branded properties. She attended The University of Georgia’s College of Business, and enjoys taking her dog to the park, searching for antique finds and escaping to the North Georgia Mountains with her husband for weekend getaways.

“I am excited to be part of the Hamilton’s story, in terms of growth and exposure,” said Edwards. “The Curio Collection hotels are so unique and individual depending on the property. I look forward to bringing value to the on-property team.”

Amber’s progression from Front of House Manager to Director of Front Office, to Director of Operations, to General Manager of multiple properties, followed by Area General Manager is a testament to her aptitude and talent as an industry professional. Amber’s ambition and can-do attitude contributes to her competence as a leader, and The Hamilton hotel will benefit from her unique expertise and exceptional servant leadership.

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Hotel Equities is an award-winning full-scale hotel ownership, management and development firm with a portfolio of over 200 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.

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