



Brooke Stall

Hotel Equities Promotes Brooke Stall to GM of the Fairfield Inn & Suites Atlanta Perimeter Center

ATLANTA, GA (March 31, 2016) –Atlanta-based [Hotel Equities](#) (HE) recently promoted **Brooke Stall** to the position of General Manager of the Fairfield Inn & Suites by Marriott Atlanta Perimeter Center, located at 1145 Hammond Drive, Atlanta.

Ms. Stall reports to Jeff Shockley, the firm’s Vice President of Asset Management and Operations. She has responsibility for overseeing all financial and management operations at the hotel including hiring employees and meeting budget goals. Most recently, she served as the GM of the SpringHill Suites by Marriott Alpharetta.

Ms. Stall joined HE more than 20 years ago in housekeeping at the Fairfield Inn Alpharetta and soon moved to the front desk and then into a management position. She has served as General Manager of both the Fairfield Inn & Suites Kennesaw and the TownePlace Suites Alpharetta. In 2006 and 2009, Marriott International named her the national General Manager of the Year for the entire TownePlace Suites brand.

“Brooke’s success is a reflection of her leadership experience, sales expertise and exceptional ability to work well with people,” said Fred Cerrone, Chairman and CEO of Hotel Equities. “She takes excellent care of both our guests and our associates. She will be a great asset to our hotel in the important Perimeter Center market.”

In 2014, Ms. Stall won the Hotel Equities’ Leadership Development Award of the Year for giving her time and volunteering to identify, mentor and develop new leaders within the company. Ms. Stall and her husband, Abraham, are the parents of two children, Elijah and Emma.

***Hotel Equities** (HE) is an Atlanta-based full-service hotel development and management company operating more than 90 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Chairman and Chief Executive Officer. Brad Rahinsky serves as President and Chief Operating Officer. For more information, visit www.hotelequities.com.*

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Photo caption: **Brooke Stall** serves as General Manager of the Fairfield Inn & Suites by Marriott Perimeter Center.