



DoubleTree Arlington South

Jemel Jones

Hotel Equities Names Jemel Jones the GM for DoubleTree DFW Arlington South

Atlanta, GA—March 30, 2016 – Atlanta-based [Hotel Equities](#) announced **Jemel Jones** as the General Manager of the all-new DoubleTree by Hilton DFW Arlington South, in Arlington, Texas.

Mr. Jones has responsibility and oversight for the operations, food & beverage, sales & marketing and revenue management strategies. The hotel is located at 1507 N. Watson Road in Arlington, just south of the Dallas-Ft. Worth metro area and within close proximity to all the Arlington area has to offer.

“Jemel brings expertise in full service hotel management to this hotel that is currently completing a full renovation and conversion to the DoubleTree brand,” said **Dominic Buompastore**, Vice President of Operations Full Service & Resorts for Hotel Equities. “He has extensive experience in operations and sales along with his skills in guest service and leadership. He is an important asset for our firm.”

Mr. Jones came to Hotel Equities from Transformance, Inc. where he spearheaded the firm’s re-branding. He previously held a series of leadership positions with Hilton Hotels building on nearly 20 years of experience in hospitality. Early in his career, as the Director of Rooms Operations & Revenue Management for the DoubleTree New Orleans, he managed day-to-day operations. From there, Hilton tapped him to provide revenue management and develop strategies to achieve revenue and sales goals for five Hilton branded hotels.

Promoted to a regional position, Mr. Jones served as the Director of Brand Performance Support for the Hilton Garden Inn brand throughout the Texas, Oklahoma and Kansas region. He worked closely with owners and operators to ensure hotel growth in revenue and profitability.

Mr. Jones holds a B.A. degree in Political Science from Southern University, a Master of Public Administration from Troy State University, and a M.S. in Hospitality and Tourism Management from the University of New Orleans.

Active in his community, Mr. Jones holds a leadership role in the T.C. Express, a track organization in The Colony, his home town. An avid football fan, he also enjoys walking for exercise and traveling. He and his wife are the parents of two teenagers, a son and a daughter.

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating more than 90 hotels throughout North America. *Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO.* For more information, visit www.hotelequities.com.

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