



Sommer Shiver

Hotel Equities Promotes Shiver to Director of Communications

ATLANTA (March 28, 2018)-Atlanta-based [Hotel Equities](#) (HE) recently promoted **Sommer Shiver** to the position of Director of Communications for the firm with more than 100 hotels in 23 states and Canada. She reports to and works closely with **Joe Reardon**, Senior Vice President of Business Development and Marketing, who oversees HE growth and branding.

Sommer is responsible for the organization's communications including planning, development and implementation of Hotel Equities' marketing and public relations strategies. Her previous role focused on enhancing the firm's image and position within the marketplace. She spearheaded effectual branding and communications initiatives creating an elevated awareness of Hotel Equities' vision and growth. In her new role, Sommer will focus her efforts on working with the marketing and communications team to ensure that the organization's image is clearly articulated.

"Sommer's ambition to make a larger contribution to the company was evident," said Joe Reardon, SVP of Business Development and Marketing. "I was confident she would elevate marketing and communications if given the opportunity. She has since transformed the way we do business and how we interact with our stakeholders. I am proud of her accomplishments and excited about Hotel Equities' future with Sommer leading the communications team with purpose and passion."

Sommer joined Hotel Equities in 2012 on the administrative side of the business. She recalled the experience she gained in that position as "invaluable" to her career and further explained, "the front office experience allowed me unique insight into many disciplines within the company and I absorbed every bit of knowledge I could." Sommer was promoted to communications and marketing manager in 2015. Her new role as Director of Communications officially begins April 2018 when current Director of PR, Margaret Jones, retires from a remarkable 23 years of leading the company's public relations efforts.

Sommer holds a degree in Business Administration from Pensacola State College and has additional training in Google analytics, graphic design and photography. A graduate of Pathbuilders Percepta® program for women, she is currently a member of Hotel Equities' Leadership Development Program. In 2017, Hotel Management magazine recognized Sommer as a member of the hotel industry's *Thirty under 30 Top Rising Stars*.

With a heart to serve others, Sommer organizes community service projects for the corporate office staff and promotes a spirit of volunteerism throughout the company. In 2016, the firm awarded her the prestigious *Hotel Equities Pillar Award* for contributions as a culture and brand

champion. An active member of the company's Diversity and Inclusion committee, she is a driving force behind the firm's commitment to advance D&I in the workplace.

A native of Pensacola, Florida, Sommer enjoys kayaking, relaxing at the beach and traveling. She has lived in Atlanta for the past six years.

Photo Caption: Sommer Shiver, Director of Communications, Hotel Equities

***Hotel Equities (HE)** is an Atlanta-based full-scale hotel ownership, management and development firm operating more than 100 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Founder & Chairman; Brad Rahinsky serves as President & CEO. For more information, visit www.hotelequities.com.*

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