



Nik Patel, Business Analyst

## **Hotel Equities Names Nik Patel as Business Analyst**

ATLANTA, GA (June 9, 2016) –Atlanta-based [Hotel Equities \(HE\)](#) recently named **Nik Patel** to the position of Business Analyst. He joins the firm’s Business Development Team under the leadership of **Joe Reardon, Sr.** Vice President of Marketing and Business Development.

In his new position, Nik will work on the business development side of the portfolio in an underwriting capacity. He will also add value to the operations side of the business with profit and loss statement hotel and brand analysis for the executive team. In addition to conducting follow-up with owners, he monitors variances, identifies trends, recommends actions and assists with quarterly and annual forecasting.

Nik spent the previous nine months in a rigorous and extensive Management Training Program with Hotel Equities where he trained in all aspects of hotel operations including front office, housekeeping, maintenance, sales and F&B. He worked in a series of positions in several properties including both Marriott and Hilton branded hotels. He participated as a key member of several opening teams and task forces for different select service brands across the U.S.

“I am excited to have Nik join Hotel Equities full time during this period of growth and expansion,” said **Joe Reardon, Sr.** VP of Marketing & Business Development for Hotel Equities. “He brings both a strong financial background and a passion for the industry on both the development and operations side. I look forward to having him as part of our team as we continue to make HE an extraordinary hotel development, third-party management and ownership company.”

Tapped for the prestigious JCPenney Leadership Program and a member of the President’s Leadership Class at the University of Oklahoma, Mr. Patel also participated in the university’s Integrated Business Core Program where he worked with other students to form and operate a successful company that marketed and sold OU logo merchandise. He completed summer internships with the InterContinental Hotel Dallas in Addison, Texas and with InterContinental Hotels Group in Atlanta.

A native of Oklahoma, Mr. Patel holds a B.S. degree in Business Administration from the University of Oklahoma where he majored in Entrepreneurship and Venture Management. He resides in Atlanta.

**Hotel Equities (HE)** is an Atlanta-based full-service hotel ownership, management and development firm operating nearly 100 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](http://www.hotelequities.com).

**Contacts:**

**Margaret M. Jones**, Director of Public Relations, Hotel Equities, [770.934.2170](tel:770.934.2170)

**Brad Rahinsky**, President and Chief Operating Officer, Hotel Equities, [678.578.4444](tel:678.578.4444), x 22

**Joe Reardon**, Sr. Vice President of Marketing and Business Development, Hotel Equities, 678.578.4444, x 23

**Photo caption: Nikesh “Nik” Patel** serves as Business Analyst for Hotel Equities.