



Barbara Soucia



Yanbo Zhu



Mischa Moore

Hotel Equities Adds Three Regional Revenue Managers in Atlanta, Louisiana and the Texas Regional Office

ATLANTA, GA (October 2, 2015) – Atlanta-based [Hotel Equities](#) (HE) added three new Regional Revenue Managers to the firm’s leadership team. **Barbara Soucia** is based in the Atlanta corporate headquarters’ office, **Yanbo Zhu** works from the firm’s regional office in Plano, Texas, and **Mischa Moore** is based in Louisiana. All three report to **Drew Salapka**, Vice President of Sales & Revenue Generation.

Ms. Soucia, Mr. Zhu and Ms. Moore each work with a defined number of properties in the Hotel Equities’ portfolio to assist, support and direct pricing, as well as yield management and mix management, in order to maximize and grow RevPAR. They also conduct training for the Directors of Sales at their respective hotels.

“Barbara brings both longevity and a proven record of success in revenue management to our firm,” said Mr. Salapka. “She holds a depth of knowledge and experience in Hilton, Marriott and Starwood hotels. Her analytical and organizational skills will help our teams achieve their goals.”

With more than 30 years of experience, Ms. Soucia comes to Hotel Equities from Interstate Hotels and Resorts where she served as Area Director of Revenue Management. She supported and managed a portfolio of 10 hotels that consistently exceeded budgeted revenues, including 60% of the growth coming from ADR in 2014.

Ms. Soucia began her career at the Twin Bridges Marriott in Washington, DC as a Front Desk Agent and discovered her love of the hospitality industry. She soon transitioned to sales, beginning as a Reservations Manager, and found her true calling. Promoted to Director of Reservation Sales at the Marriott in Springfield, MA, she developed and used revenue management principles to achieve success. Later, she moved into revenue management roles of increasing responsibility that included positions with Marriott International, Starwood Hotels and Resorts, Camberley Hotel Company and Chateau Elan Hotels and Resorts before she assumed the post as Area Director of Revenue Management with Interstate Hotels in 2008.

Ms. Soucia holds the Certified Revenue Management Executive (CRME) credential along with numerous certificates earned by completing extensive training courses with Marriott, Hilton, Starwood and Hyatt corporations. A resident of Atlanta, she and her husband are the parents of two daughters. Her hobbies include boating, traveling, sewing and attending concerts.

“With knowledge of the local market and his experience with multiple brands, Yanbo is a great fit for our Texas office,” said Mr. Salapka. “He fully understands the daily challenge of revenue management. His detail-oriented approach and drive for success will serve our hotels well.”

Yanbo Zhu holds more than 14 years of industry experience with a focus on revenue management. He joined Hotel Equities from the Le Meridien Dallas and the Sheraton Dallas North where he served as Complex Director of Revenue Management. He began his career by overseeing operations as Assistant Front Office Manager at the Embassy Suites Atlanta Centennial Olympic Park and discovered his niche in revenue management.

Mr. Zhu was promoted to Director of Revenue Management over two hotels before he moved to a similar position with Marriott's Autograph Collection Lodge and Spa Resort at Callaway Gardens and the Marriott Macon City Center. The Westin New Orleans Canal Place tapped him as Complex Director of Revenue Management, followed by a promotion to the Westin DFW Airport & Sheraton Suites Market Center in Dallas.

In addition to exceeding budget and growing market share consistently in his progression of positions, Mr. Zhu won a Marriott award for the Best Full-Service Hotel Opening in 2009 and the 2011 Interstate Hotels and Resorts' Overall Revenue Management Performance award.

Mr. Zhu holds a degree in International Hotel & Restaurant Management from the Hotel Institute Montreux in Switzerland and a B.S. degree in Hotel & Restaurant and Tourism Management from the University of South Carolina. He also earned a diploma in Hospitality Management from the American Hotel and Lodging Association. His interests include playing soccer and spending time with his family that includes his wife and two children.

"Ms. Mischa Moore brings a personality for sales and a passion for analytics to her new position," said Mr. Salapka. "She has the distinct ability to analyze what business makes sense and at what price. Our hotels will benefit from her experience and thrive under her coaching."

In 2011, Ms. Moore joined Hotel Equities as the Director of Sales for the SpringHill Suites by Marriott in Lake Charles, LA. She contributed to the growth and success of the hotel in the market and earned multiple awards for her work, including the Quarterly Sales Award.

Ms. Moore fell in love with the hospitality industry when she served as a tourism ambassador and toured the state gaining experience in meeting and greeting travelers and make them feel welcome. Taking a sales position for the hotel make a natural transition. She helped the hotel win the Sales Partner in Tourism Award from the Lake Charles Convention & Visitors Bureau.

A certified Access Edge coach for Marriott, Ms. Moore trains new directors of sales for the Marriott brands in the HE portfolio. She is a graduate of McNeese State University with a B.S. in Marketing and minor in Spanish. She enjoys sewing, cooking and spending time with her family.

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 Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotelequities.com.

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Photo Caption 1: Barbara Soucia, Regional Revenue Manager

Photo Caption 2: Yanbo Zhu, Regional Revenue Manager

Photo caption 3: Mischa Moore, Regional Revenue Manager