

# REVERB®

— BY HARD ROCK —



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## ATLANTA'S REVERB BY HARD ROCK™ ANNOUNCES LEADERSHIP TEAM AND COMPLETION DATE

Atlanta, GA., January 30, 2020 — Today, [Hotel Equities](#) announced the hiring of **Tyrone Tindell** as the general manager of the [Reverb by Hard Rock in downtown Atlanta](#). Tindell will lead the new hotel's opening team alongside **Terri Hunt**, director of sales and marketing. Hard Rock International revealed REVERB by Hard Rock™, the brand's entrance into the upscale select service hotel category in late 2018 and partnered with the hotel's ownership group, Bolton Atlanta LP; hotel operator, Hotel Equities; and consultant and asset manager, Horwath HTL, to launch the inaugural flagship hotel in Atlanta.



*Tyrone Tindell, GM*

*Terri Hunt, DOS*

Tindell brings extensive experience in hotel operations and food and beverage management to his new role as general manager of the REVERB. He most recently served as dual general manager of two new-build Marriott hotels in Charlotte and Raleigh, NC, where he effectively minimized build-out times to ensure the hotels opened as scheduled with fully trained and engaged teams, resulting in both hotels exceeding expectations in brand performance results. A life-long learner and a natural leader, Tindell creates a sense of community among his teams. He enjoys developing others through sharing his own passion for hospitality and empowering them with the knowledge and tools needed to grow in their careers.

Hunt has been named as REVERB's director of sales and marketing and will be responsible for leading pre- and post-opening sales and marketing initiatives with her sales team. Hunt most recently served as director of sales and marketing for a Marriott hotel in downtown Atlanta where she and her sales team consistently exceeded budgeted room revenues by an average of 15%. She has extensive pre-opening experience with W Hotels, Loews Atlanta and Hyatt. Her strong knowledge of the Atlanta market, broadened by her active participation as a board member for local organizations, supports her expertise. Hunt's passion for people and the ability to build high-performing sales teams makes her uniquely qualified for success in her new role.

Tindell states, “REVERB by Hard Rock™-downtown Atlanta will bring a whole new experience to both Atlanta visitors and residents, as it will highlight the city’s immense love of music and music history. Terri and I are thrilled to be building relationships in this vibrant community, and we look forward to providing a one-of-a-kind, unique experience for REVERB guests.” Hunt and Tindell will work closely together to establish strategic planning in all facets of operations and sales.

**Keith Hensley**, Hotel Equities’ VP of operations, full service and resort division, says, “We welcome our new leaders, Tyrone and Terri, and we know they will provide exceptional direction for the rest of their team. Their track record of success throughout their careers has proven that they are well-equipped with the vision and creativity to make REVERB successful.”

REVERB by Hard Rock™, a Hard Rock International hotel, is the first in a new collection of music-centric hotels. This new brand emphasizes not only a love of music, but innovative technology, with 195 comfortable and contemporary rooms with state-of-the-art amenities and creative public spaces like the ample co-working space and rooftop bar. The property has an anticipated opening date in June 2020. The nearest hotel to the Mercedes-Benz stadium, it is located adjacent to the stadium, which hosts many of the music industry’s top performing artists, and is home to the Atlanta Falcons NFL team and the Atlanta United MLS soccer team.

**Frank Chen**, chief operating officer of Bolton Atlanta, LP, states, “Atlanta has made its mark on the music and entertainment industry, and it is truly exciting to be able to contribute to that success. This hotel is unequivocally one of a kind, and we have the utmost confidence that Tyrone and Terri understand and share our vision and will bring it to life through their leadership.”

Other parties involved in the hotel development are Gensler (architect) and Batson-Cook (general contractor).

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#### About REVERB by Hard Rock™

REVERB by Hard Rock™ is a new select service hotel designed for the modern music lover; a sanctuary for the eclectic, a place where fans meet and experience a melting pot of music culture. The hotel features a modern, urban design package, traveler-friendly integrated technology and programming focused on local music, food and lifestyle. Hard Rock has been celebrating the spirit of rock ‘n’ roll for almost five decades, with REVERB they shine the spotlight directly on the fans. Situated adjacent to Mercedes-Benz Stadium in the heart of Atlanta, REVERB’s first hotel provides an amplified guest experience for sports and entertainment fans visiting the city. Music brings people together, now they have a new place to stay. Explore more by emailing [reverb.atlanta@hardrock.com](mailto:reverb.atlanta@hardrock.com).

### About Hotel Equities

Hotel Equities is an Atlanta-based full-scale hotel ownership, management and development firm with a portfolio of 140+ hotels throughout North America. Frederick W. Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).

### About Bolton Atlanta, LP

Bolton Atlanta LP is an Atlanta based real estate development entity comprised of experienced developers and prestigious partners to carry out the development of Castleberry Park, an impressive mixed-use project consisting of an 11-story upscale Hard Rock brand hotel, a multi-level deck with more than 375 parking spaces, 129 luxury units in 3 apartment buildings and multiple high exposure A+ retail store locations. Located immediately adjacent to the Mercedes Benz Stadium, Castleberry Park aims to generate economic and social benefits by attracting global talents and investments, promoting the prosperity of downtown Atlanta, creating more job opportunities, and producing superior risk-adjusted returns.

### About Hard Rock®

With venues in 76 countries spanning 262 locations that include owned/licensed or managed Hotels, Casinos, Rock Shops® and Cafes - Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's most valuable collection of music memorabilia at more than 83,000 pieces, which are displayed at its locations around the globe. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. In 2019, Hard Rock International was honored as one of Forbes Magazine's America's Best Large Employers, Forbes Magazine's Top Employers for Women and No. 1 in J.D. Power's 2019 North America Hotel Guest Satisfaction Study among Upper Upscale Hotel Chains. Hard Rock destinations are located in the world's greatest international gateway cities, including its two most successful flagship properties in Florida and home to the world's first Guitar Hotel® in South Florida, where its headquarters are located. The brand is owned by HRI parent entity The Seminole Tribe of Florida. For more information on Hard Rock International visit [www.hardrock.com](http://www.hardrock.com) or [shop.hardrock.com](http://shop.hardrock.com).