



**Frederick W. Cerrone, C.H.A.
President and Chief Executive Officer**

Fred Cerrone serves as President and CEO of Hotel Equities. His hospitality career spans a four-decade progression from desk clerk at Boston's largest hotel, to managing operations for hotels throughout the country, to launching Hotel Equities, his own company, in 1989.

A general manager at age 21 and twice recognized as "General Manager of the Year" by national hotel franchises, Fred has hospitality in his blood. After many years in key positions with top hotels, he founded Hotel Equities and became a Marriott franchise partner. Fred then co-founded Day Hospitality Group (DHG) with Peyton Day. After a successful ten-year run, he purchased the management segment of DHG and re-named the company Hotel Equities.

Fred is a graduate of Georgia State University (MBA degree in Business) and Miami Dade College (AS degree in Hotel and Restaurant Management). He holds the prestigious Certified Hotel Administrator (CHA) designation through the American Lodging Association. He is Chairman of Marriott's Fairfield Inn Franchise Advisory Board and serves on the Franchise Advisory Board for Marriott's SpringHill Suites. Fred also serves on the Advisory Board for Georgia State University's Cecil B. Day School of Hospitality and he sits on the board of the Alpharetta Convention and Visitors Bureau. Fred was recently named "Hotelier of the Year" by HotelWorld Network.

Hospitality is a people-centered business and people are Fred Cerrone's passion. He enjoys seeing Hotel Equities' associates thrive and considers himself Head Coach of the hospitality team. Fred served in the USMC. He enjoys all sports (particularly baseball), playing golf, reading, and spending time with his six grandchildren. He is an active member of Dunwoody Baptist Church and is married to Christine, his high school sweetheart.

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