



HOTEL EQUITIES

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HOTEL EQUITIES PROMOTES ERIC MCCARTHY-ZINK TO CHIEF FINANCIAL OFFICER

ATLANTA, GA – May 23, 2024 – Today, hotel owner, operator, and developer, Hotel Equities (HE), announced Eric McCarthy-Zink has been promoted to Chief Financial Officer (CFO). Eric joined the company in 2021 through Hotel Equities' strategic partnership with The Hotel Group. Recognizing his talents early on, Eric was promoted to oversee hotel accounting for the enterprise. During his tenure, Eric's leadership and expertise have been vital to the financial health and strategic direction of the organization.



In his new role as CFO, Eric will oversee enterprise-wide finance and accounting. He will strategically support the firm's partners, clients, lenders, investors, and a large internal team by providing servant leadership to ensure the firm exceeds its financial goals. Known for his innovative approach, Eric constantly seeks to streamline processes to enhance efficiency and drive performance. He has experience working with large hospitality companies that include Starwood Hotels & Resorts, Wyndham Worldwide, and Walt Disney World Resorts.

"Eric's vision and financial acumen have been instrumental in our success," said Brad Rahinsky, President and CEO of HE. "We are confident that in his new role as CFO, Eric will continue to drive our financial strategy and contribute to our growth and stability. Our strategic partnership model at Hotel Equities is designed to open doors and create opportunities for talented and capable individuals like Eric

who aspire to take on more responsibility. The model recognizes and leverages the skills and expertise of team members and creates an environment where they can thrive and grow professionally. We believe that by empowering our leaders, we can achieve greater innovation and success, benefiting our entire organization."

"I am honored to be a part of a company that recognizes the talent in its people. This promotion to CFO presents incredible opportunities to leverage my skill sets in new ways. That's what it's all about – seeing potential, embracing it, and driving growth together," said McCarthy-Zink.

Eric holds a Bachelor of Business Administration (BBA) from West Texas A&M University. He is a Certified Public Accountant (CPA) and a Certified Hospitality Finance Professional (CHAE) through the Hospitality Finance and Technical Professionals organization. His dedication to professional development and expertise in financial management is evident in his accomplishments.

About Hotel Equities

Hotel Equities (HE) is an award-winning full-scale hotel ownership, management, and development firm with a portfolio of approximately 300 hotels and resorts throughout the United States and Canada. Fred Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information on Hotel Equities, visit hotelequities.com.

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