



## HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY®

### Hotel Equities Appoints Aik Hong Tan to Chief Investment Officer



ATLANTA, GA – June 11, 2024 – Today, hotel owner, operator, and developer, Hotel Equities (HE), announced Aik Hong Tan has been appointed to Chief Investment Officer (CIO). Tan serves as a Principal for Greenwood Hospitality which joined HE through a strategic partnership in March 2022. With 25+ years of experience in the financial and hospitality sectors, Tan has demonstrated exceptional leadership and strategic acumen which will be crucial in his expanded role as CIO. His expertise has been pivotal in expanding Greenwood's award-winning portfolio of hotels where he will continue to serve as a Principal.

As CIO, Tan will lead our investment strategies, and partner with HE's Chief Development Officer, Joe Reardon, capitalizing on new opportunities to enhance our portfolio and deliver sustained value to our stakeholders. He will oversee strategic investments, feasibility, acquisitions, and financial planning to ensure the continued growth and success of Hotel Equities and its stakeholders.

"Aik's exceptional leadership and strategic vision have been instrumental in HE's success from day one of our strategic partnership with Greenwood," said Brad Rahinsky, President and CEO of HE. "His expertise will be invaluable as we continue to grow, innovate and identify ways we can better serve our clients. We are immensely thankful to have him lead in this new capacity where he will undoubtedly elevate our capabilities and offerings."

"I am honored to take on the role of Chief Investment Officer. This is an exciting opportunity to build on our successes and drive further growth and innovation. I look forward to working with our talented team to achieve new heights and create lasting value for our stakeholders," said Tan.

Tan holds a Master of Business Administration and a Bachelor of Accountancy from the National University of Singapore and serves on the Executive Advisory Board for the Fritz Knoebel School of Hospitality Management at the University of Denver.

#### 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](http://hotelequities.com).

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