



HOTEL EQUITIES

EXCELLENCE IN HOSPITALITY®

Hotel Equities Promotes Bill Stachler to Senior Vice President of Revenue Management



ATLANTA - July 18, 2024 - Today, hotel owner, operator, and developer, Hotel Equities (HE), announced the promotion of Bill Stachler to Senior Vice President of Revenue Management.

Stachler's leadership has been instrumental in driving HE's success through innovative revenue management strategies. His keen understanding of recognizing and adapting to trends and changes in guest behavior has positively influenced performance throughout the firm's portfolio. Stachler has been a strong advocate for leveraging business intelligence tools, which have become a noteworthy advantage. HE has enjoyed measured advantages over its competitors in overall market share performance thanks to the dedicated and innovative efforts of a best-in-class revenue management team led by Stachler.

"Stachler's analytical prowess and leadership have been pivotal in shaping our revenue strategies," said Al Smith President of HE hotel operations. His journey to SVP of Revenue Management is not just a career milestone but a testament to his relentless pursuit of excellence. I've had the privilege of witnessing Bill turn challenges into triumphs, always approaching each situation with a blend of analytical rigor and genuine entrepreneurship. He has a unique talent for seeing beyond the numbers, understanding the intricacies of our industry, and crafting solutions that drive our organization forward."

In his elevated role, Stachler will assume an expanded range of responsibilities that will further drive the company's performance and growth. He will lead the development and execution of cutting-edge data analytics and business intelligence systems, enhancing our ability to make proactive and informed decisions. Additionally, Stachler will spearhead cross-departmental collaborations to identify and capitalize on emerging market trends, optimize pricing strategies, and maximize revenue opportunities. His focus will also include mentoring and developing the next generation of leaders within the revenue management team, fostering a culture of innovation and excellence.

"I am incredibly grateful for this opportunity. I've been fortunate to work alongside some of the most talented and passionate individuals in the hospitality industry. Together, we have navigated challenges, embraced creative thinking, and consistently delivered results for the organization. This journey has been marked by continuous learning and growth, and I am committed to building on our successes." Said Stachler.

His ability to utilize strategic foresight and analytical rigor has been reflected in his success at HE.

About Hotel Equities

Hotel Equities (HE) is an award-winning full-service hotel management, development and ownership firm with a portfolio of approximately 300 hotels and resorts throughout the United States, Canada, the Caribbean, and Latin America. 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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