



## HOSPITALITY VENTURES MANAGEMENT GROUP

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**HVMG Appoints Bryan Gatzemeyer to Vice President of Business Intelligence**

**ATLANTA, June 8, 2023**— Hospitality Ventures Management Group (HVMG), an Atlanta-based, private hotel investment, ownership and management company, today announced the appointment of Bryan Gatzemeyer as vice president of business intelligence. He will report to Cory Chambers, chief commercial officer. Chambers, along with a team of hotel industry and data science experts, has led HVMG's efforts building the necessary infrastructure and data warehouse to activate a prescriptive business intelligence platform. Gatzemeyer will lead HVMG's data and analytics strategy, and his appointment punctuates the company's commitment to data-centric decision making using artificial intelligence and machine learning to drive performance.

"Our business intelligence strategy is all about developing insights that will help our owners, corporate team leaders and general managers more effectively predict what is going to happen in their business, but also prescribe strategies that deliver the most profitable mix of business and drive bottom line performance," said Robert Cole, president and CEO, HVMG.

“Bryan’s experience developing and deploying prescriptive analytics makes him an excellent leader to spearhead this vital component of our business.”

With a diverse background in hotel general management, revenue management and most recently data science, Gatzemeyer brings a unique mix of industry experience and analytics to HVMG. In prior leadership roles, he successfully developed comprehensive analytics platforms by utilizing forecasting, machine learning and data mining techniques to enhance owner profitability. His expertise centers on prescriptive analytics and the creation of holistic revenue optimization systems. Gatzemeyer has several certifications in revenue management specific to the hospitality industry, including CHRM (AHLEI), CHIA (AHLEI) and CRME (HSMAI). He graduated from the University of South Dakota with a bachelor’s degree in business administration.

“HVMG’s business intelligence strategic initiative and the culture of excellence they’ve fostered, are a perfect fit for me,” Gatzemeyer said. “I look forward to bringing my expertise in data science to HVMG in a way that will deliver value to our owners like no other organization in the industry.”

### **About Hospitality Ventures Management Group**

Hospitality Ventures Management Group is a privately owned, fully integrated hotel investment and management group that specializes in turning around and repositioning underperforming hotels, as well as maximizing the performance of stabilized hotels. HVMG currently operates 54 hotels and one convention center in 17 states totaling 8,900 guest rooms. HVMG operates independent and boutique hotels and resorts, as well as full-service, select-

service and extended-stay hotels under the Marriott, Hilton, Hard Rock, Sonesta and IHG brands. Visit [www.hvmg.com](http://www.hvmg.com) for more information.