



HOSPITALITY VENTURES
MANAGEMENT GROUP

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**Hospitality Ventures Management Group Names Susan Weigel Guimbellot Vice President
of Revenue Management and Channel Strategy**

HVMG Adds Revenue Leadership Position to Corporate Team

ATLANTA, Ga. (February 1, 2016) – Hospitality Ventures Management Group (HVMG), an Atlanta-based, private hotel management company, today announced that Susan Weigel Guimbellot has joined the company as vice president of revenue management and channel strategy to accelerate top-line growth for the company’s third-party managed and owned hotels.

“We continuously seek to enhance our bench strength with seasoned hoteliers to support our current portfolio along with our aggressive expansion, which includes a meaningful development pipeline, as well as ongoing renovation/repositioning projects, in order to optimize returns,” said Robert S. Cole, HVMG president and CEO. “Revenue management plays such a vital role in achieving superior market share and profitability. Susan’s diversified experience and innovative programs will give our portfolio a further competitive advantage, especially as the industry cycle continues to mature.”

In her new role, Susan will oversee revenue management and channel strategy at both the property and corporate levels. Prior to joining HVMG, her most recent position was vice president of revenue management & distribution for Denihan Hospitality Group. Previously, she spent more than 10 years with American and Delta airlines and eight years with Starwood as vice president, channel intelligence, and senior director of distribution strategy & metrics.

“Susan has enjoyed great success maximizing revenue for some of the world’s most renowned, international hospitality and travel companies,” Cole added. “Her expertise ranges from luxury to select-service and from the world’s most highly regarded brands to independent, boutique hotels. Targeted marketing, using cutting edge technology and tools, will further differentiate our properties and allow us to balance occupancy and room rate to achieve superior RevPAR.”

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. It currently operates 31 hotels in 15 states totaling 6,553 guest rooms. HVMG develops, owns, and operates independent and boutique hotels and resorts, as well as full-service, select-service and extended-stay hotels under the Hilton, Marriott, Hyatt, and IHG brands. Visit www.hvmg.com for more information.