



HOSPITALITY VENTURES MANAGEMENT GROUP

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**Hospitality Ventures Management Group (HVMG) Strengthens Revenue Management Team
with Two Promotions**

***Melissa Arana Named Vice President of Revenue Strategy and
Denise Hanas Named Corporate Director of Marketing Strategy***

ATLANTA, March 8, 2023—Hospitality Ventures Management Group (HVMG), an Atlanta-based, private hotel investment, ownership and management company, today announced that it has strengthened its Revenue Excellence team with two new promotions. Melissa Arana has been named vice president of revenue strategy, and Denise Hanas has been named corporate director of marketing strategy.

“Melissa and Denise’s new roles are integral in our overall Revenue Excellence commercial strategy,” said Cory Chambers, chief commercial officer and senior vice president, business intelligence, HVMG. “Their leadership and subject matter expertise in revenue strategy and marketing are second to none. Under their guidance, we expect to find and grow new and existing revenue streams as we work toward improved bottom lines throughout our nationwide portfolio of third-party operated hotels.”

Melissa Arana, Vice President of Revenue Strategy

In this newly created role, Arana will oversee the revenue strategy team for the entire company. She joined HVMG in 2011 as an assistant general manager at the Doubletree DFW Airport North. During her tenure, she progressively has taken on bigger and more challenging roles within the company, including regional director of revenue management and corporate director of revenue strategy. Prior to joining HVMG, Arana worked several property level positions at multiple Hilton family hotels. Arana earned her bachelor's degree in general finance from Texas A&M International University.

"Melissa's knack for driving results and building strong relationships are hallmarks of her success," Chambers added. "For those that know and work closely with Melissa, she exemplifies excellence in all that she does."

Denise Hanas, Corporate Director of Marketing Strategy:

Having joined HVMG's RevX team in 2020 as a consultant, Hanas has led the company's marketing efforts through the most challenging time in the industry's history. In her newly created role, she will expand on her most recent consulting position with the company by overseeing the company's hotel marketing strategy. Prior to starting her consultancy, Argent Strategic Marketing, Inc., Hanas spent nearly two decades with Marriott International in various marketing and eCommerce roles. She received her Bachelor of Science in mass communications from Boston University.

"Expect more comprehensive engagement in all things marketing as HVMG continues to grow," Chambers noted. "On a personal note, Denise and I have been working together for 20

years. I can vouch for her hotel marketing expertise and phenomenal, results-oriented approach – she is excellent!”

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 56 hotels and one convention center in 16 states totaling over 9,000 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, Hyatt and IHG brands. Visit www.hvmg.com for more information.