

Human Resources

Hotel Equities expands regional sales team

by Elliott Mest | May 30, 2018 11:15am



The SpringHill Suites Houston, a member of Hotel Equities' managed portfolio. Photo credit: Marriott International

Atlanta-based Hotel Equities appointed two new regional directors of sales: Polly Ann Elliott and Kristen Vasquez. Both new regional team members will report



Polly Ann Elliott. Photo credit: Hotel Equities

to Drew Salapka, Hotel Equities' SVP of revenue generation. The additions further expand the firm's regional sales and marketing team supporting a

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portfolio of more than 100 hotels throughout the United States and Canada.



“We continue to invest in talent and infrastructure improvements throughout all disciplines,” Brad Rahinsky, president & CEO of Hotel Equities, said in a statement. “Expansion of our leadership team is mission critical to ensure our growth is performance driven. Improving our output and deliverables to our key stakeholders creates the opportunity for our development team to pursue additional strategic partnerships. That model, when done correctly, continuously feeds itself.”

Polly Ann Elliott brings a career of experience in sales, leadership and training to a portfolio of hotels where she has oversight of sales and marketing strategies in the firm’s east region. She joined Hotel Equities in 2017 as the area director of sales for a portfolio of hotels in Charleston, S.C., where she successfully maximized revenues and increased group bookings for all assets.

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Kristen Vasquez. Photo credit: Hotel Equities

“Polly Ann has a passion for developing talented sales people,” Salapka said in a statement. “She takes initiative to facilitate enhanced training sessions

with the sales leaders throughout her portfolio of hotels ensuring they have the tools they need to

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achieve success. Her “spirit to serve“ attitude and unique leadership skills yield impressive results and strengthen our sales and revenue generation team.”



Preparing for further growth in the Texas market, Kristen Vasquez is positioned in Houston to oversee a portfolio of hotels in the firm’s central region. She joins Hotel Equities with more than 10 years of above-property sales experience, and has knowledge of more than twenty brands within Marriott, Hilton and Hyatt hotels.

“Kristen strengthens her on-property sales teams by easily identifying needs and developing strategies to increase efficiency and generate revenue,” Salapka said in a statement. “With a proven track record of success, she has received many accolades for her hard work over the years and we are thrilled to have her continue that success on the HE team.”

Hotel Equities entered Canada this past February and continues to build their Canadian portfolio with five hotels under management and another five in the pipeline.

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