

FOR IMMEDIATE RELEASE:

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HOSPITALITY MANAGEMENT CORPORATION **PROMOTES SANDI BYARS TO** **CORPORATE DIRECTOR OF** **COMMUNICATIONS AND MARKETING**

Marketing Veteran to Assist in Building HMC Portfolio

Dallas, TX – Leo Spriggs, President and CEO of Hospitality Management Corporation (HMC), announces the promotion of Sandi Byars to Corporate Director of Communications and Marketing. This newly developed position will support HMC’s continued business expansion and assist in building more value to not only HMC, but current and future hotel owners, clients and guests. She will manage aspects of all outbound information for HMC including press, social media, website, collateral and in-house creative. Byars will also assist in building streamlined internal/external communications and training tools, as well as multi-level support for the Marketing, Development, Sales and Operations teams and their properties.

She has over 20 years of Marketing/Communications experience having worked for FOX Television for 16 years as a Regional Marketing Director based out of Dallas, TX, as part of FOX’s national distribution team. She also held roles in marketing, public relations and administration within the health industry for The Oregon Health Sciences University and UCLA. She earned her MBA in Marketing from the University of Liverpool in 2010.



Sandi Byars
Corporate Director of
Communications and Marketing

Spriggs shared, “We are thrilled Sandi has accepted this position. Her rich experiences in marketing, building and communication strategies will be invaluable to HMC’s ongoing marketing efforts and continued strengthening of communications and positive commentary for our portfolio of managed hotels”

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About Hospitality Management Corporation (HMC)

Founded in 1971, HMC is a privately owned independent management company and one of the oldest independent hotel management firms in the lodging industry. For over four decades, HMC has been a leader in providing hotel management services for institutional and private owners and continues to strive for excellence in hospitality management and hotel development across the United States. Since its inception, the company's headquarters have been located in Dallas, TX.

For more information on Hospitality Management Corporation, please contact Leo Spriggs, President and CEO, at (972) 934-2040 or lspriggs@hospitalitymgt.com.

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