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## ***HOSPITALITY MANAGEMENT CORPORATION*** **PROMOTES DEL ROBINETTE** **VICE PRESIDENT OF SALES AND MARKETING**

**Experienced Sales/Marketing Executive to Oversee HMC Properties**

**Dallas, TX** – Leo Spriggs, President and CEO of Hospitality Management Corporation (HMC), is pleased to announce the elevation of Del Robinette to Vice President of Sales and Marketing. Robinette previously held the position of Regional Director Sales & Marketing and through his outstanding performance, service oriented philosophy and established 18+ years of success in the industry, will take on the new role of creating new and innovative revenue results across HMC’s portfolio of hotels.

Robinette has been a member of the HMC team since 2013 and will not only oversee the sales and marketing revenue generation goals of the company, but talent development, marketing and promotional opportunities, brand relationships and ownership expectations.

Throughout his career, he has spent the majority of his focus in the sales discipline, from grass roots and pre-opening experience to revitalization and sales efforts in distressed hotel environments. Under Robinette’s leadership his teams have won several awards including Sales Team of the Year for the *Crowne Plaza* brand in 2008 and in 2010, and Del was recognized as *Crowne Plaza Hotels and Resorts*, Director of Sales and Marketing of the Year in 2011.

“Del has been a valuable asset to our sales & marketing efforts throughout the last several years and we only see greater success as he takes on the role of Vice President. We’re secure in his ability to build on and create innovative strategies to increase our sales efforts, cutting-edge marketing campaigns and overall focus on corporate goals will be met with his usual enthusiasm, focus and dedication. We look forward to what Del will not only bring to the company, but to ownership and the hotel brands we represent currently and in the future,” shared Leo Spriggs, President and CEO, Hospitality Management Corporation.



**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](mailto:lspriggs@hospitalitymgt.com).

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