

FOR IMMEDIATE RELEASE:

Monday, October 20, 2015

CONTACT: Sandi Byars (HMC)

byars@hospitalitymgt.com

(972) 934-2040

www.hospitalitymgt.com

HOSPITALITY MANAGEMENT CORPORATION APPOINTS GEORGE GARZZORIA REGIONAL DIRECTOR OF SALES AND MARKETING

Executive Sales Professional with 20+ Years Industry Experience to Join Dallas Team

Dallas, TX – Leo Spriggs, President and CEO of Hospitality Management Corporation (HMC), is delighted to announce the addition of George Garzzoria to HMC's corporate team. Garzzoria will report to HMC's VP of Sales and Marketing and be responsible for all top line revenue for a select group of HMC managed hotels, as well as oversee all sales and marketing efforts. He will also focus on increasing guest satisfaction, provide sales training, develop revenue opportunities and manage local initiatives to increase customer and brand awareness. The company continues its ongoing business expansion efforts and is made up of full service, conference center, select service and limited service hotels. HMC is one of the country's largest third-party privately held hotel management companies, ranked in the top 40 of all third party and owner operated hotel management corporations.

Garzzoria joins Hospitality Management Corporation (HMC) with a 20 year record of achievement and demonstrated success driving multi-million dollar sales growth while providing award-winning sales leadership in highly competitive markets. His most recent experience includes his post as Regional Sales & Marketing Director for *Intercontinental Hotels Group (IHG)* based in Dallas where he provided consulting leadership to 460 *IHG* franchise hotels and 11 area managers over a 5 year period. During his 8.5 years with *IHG*, Garzzoria won several awards and has consistently been recognized for his outstanding performance. In 2009, he was chosen to participate in the development stages of the *IHG Way of Sales*, he's been recognized as Sales Performance Director of the Year for RGI Growth and was a key member of the "Elite 8" Market Sales Directors Team that delivered \$18 million dollars in incremental revenue to the Crowne Plaza brand within a 4 month time frame as part of the 2011 Americas \$18mm Performance Challenge.



Previous to his hospitality roles, he also held positions in sales, public relations and as an Assistant Talent Agent/Talent Buyer for entertainers in New York and Texas.

-- MORE --

HMC Appoints George Garzzoria Regional Director of Sales and Marketing /Page 2

“We are excited to have George join the HMC sales and marketing team as our new Regional Director. He provides a broad range of knowledge in strategic market positioning, selling expertise, team building & mentoring and growth/development. With his extensive hotel background and experience, he has developed a unique understanding of this industry and will assist in building even more exciting opportunities for our hotels, their owners, staff and HMC,” said Del Robinette, VP Sales & Marketing, 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.

###