



CHARLESTOWNE

HOTELS

With 40 years in experiential independent hotel management, Charlestowne Hotels develops and leads award winning properties around the country. The management company works across multiple industry segments, offering specialized expertise in lifestyle independent, collegiate, adaptive reuse, seasonal and condo markets. They have developed and recruited a talented team of industry experts who treat each property with individualized attention, helping them exceed their goals in revenue, ADR and guest satisfaction.

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EXECUTIVE TEAM



KYLE HUGHEY *Chief Operating Officer*

As COO, Kyle Hughey helps define Charlestowne's overarching brand strategy and conducts productivity assessments for the complete portfolio. Hughey's natural business acumen and passion for hospitality helps guide our company vision. As a trained CPA with a 15-year background in accounting, Hughey has a keen eye for profit optimization. He approaches each challenge as an opportunity for innovation, challenging the company to develop new, strategic systems that maximize each client's specific goals.



JOHNATHAN CAPPS *Vice President of Revenue*

Johnathan Capps oversees the internal & external revenue management strategies at Charlestowne Hotels. Offering extensive knowledge in corporate revenue strategies, Capps takes a 360-degree approach to our revenue techniques by combining creative development with data science. Capps and his team successfully increase revenue and assess the viability of targeted campaigns and initiatives. Through extensive research in new software and operational processes, he's created profitability enhancement methods that have resulted in game-changing ROI at our properties.

MICHAEL CADY *Vice President of Marketing*



Michael Cady brings more than 20 years of marketing and advertising experience to Charlestowne Hotels where he orchestrates and oversees corporate and property marketing strategy. To provide clients with a truly bespoke and collaborative product, Cady's team acts as an in-house marketing team for each hotel, offering an expansive program comprised of digital marketing, advertising, ecommerce, and creative development. His approach centers around identifying and building upon each hotel's individual story, turning each property into their own brand. A testament to his efforts, Cady was selected as one of HSMIA's Top 25 Extraordinary Minds in Sales, Marketing and Revenue Optimization. Cady also leads the sourcing, negotiation and development of our vendor network, providing clients with access to a thoughtfully selected set of top-tier partners.

MATT BARBA *Vice President of Operations*



Matt Barba leads operational strategy for Charlestowne Hotels, which includes the expansion of the brand's growing food and beverage division. Matt's resume is a case study in operational excellence with nearly thirty years of hospitality experience. He was most recently the general manager at our award-winning property, Deer Path Inn and formerly led our highest guest-rated properties as a Charlestowne regional operations director. Now, Matt leads our team on operations, service culture, F&B execution and guest programming across the full portfolio. His extensive industry background, including firsthand experience as a hotelier, has influenced his 360-degree approach to operations.

JACK GERACI *Senior Corporate Director of Operations*



Jack Geraci oversees the development and execution of portfolio-wide protocols, including service standards, inter-department collaboration, creative hotel programming and amenities. His oversight directly affects the strength of our operational directors and the growth of our assets. An integral member of the Charlestowne team for more than 15 years, Jack has been involved with 27 hotels in our portfolio – 10 of which were developments he opened and 12 were transitions and takeovers he led. In his previous role as our corporate director of operations, Jack helped implement the regional structure that defines our approach to corporate operations today. His commitment to identifying top talent has resulted in the hiring of some of the company's most successful, long-standing team members. Operations are at the core of our business philosophy, and Jack's experience and knowledge is second to none.