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FOR IMMEDIATE RELEASE

Ruth Ormsby Joins HMG Hospitality as VP of Development

Company Highlights National Brand Management with Owner-Centric Personalized Service

San Diego, CA — Domestic and international hotel brand management firm HMG Hospitality announces the addition of Ruth Ormsby to the company's diverse team of top performing hotel professionals. As Vice President of Development, Ormsby is positioned to expand the company's roster of national hotel clients by focusing on the team's distinct proficiency at applying in-depth local market intelligence to major hotels' brand marketing and property management.

"With more than thirty years of experience in hotel management, HMG has a long-standing track record of maximizing the value of every hotel it operates by driving bottom line results," says Ormsby. "Our hotel management team is big enough to win approval by major brands like Marriott and Hilton, but small enough to provide owner-centric, personalized service that incorporates local market intelligence into managing each market."

According to HMG Hospitality President James Oddo, established hotel companies have been creating new brands each year to accommodate developers' demand for new products in their regions and counter the effects of new competition for market share.

"We are helping these companies navigate through an increasingly competitive and complicated landscape," says Oddo. "The trend for years has been moving away from cookie cutter hotels and revamping brands to be more experiential, specific-to-the-market hotels and service. That's where HMG Hospitality's team thrives."

Ormsby brings 25+ years of hospitality experience to HMG Hospitality. Since graduating from Cornell University School of Hotel Administration with a Master in Professional Studies, she has directed business development programs for major national and international companies, including Regent International, Carlson Rezidor Hotel Group, Choice Hotels, Red Roof Inns, and Holiday Inns, Inc., now a subsidiary of InterContinental Hotels Group. Ormsby has spearheaded company growth through franchise contracts, management contracts, joint ventures, and real estate acquisitions.

For five of the past eight years, she ranked among the top two revenue producers for Carlson Rezidor Hotel Group. During her time with Red Roof Inns, Ormsby implemented and oversaw the company's new national franchise sales strategy, resulting in 90 franchises sold in 18 months. The tremendous value created by this franchise program was the impetus behind Red Roof Inns being acquired by Accor from Morgan Stanley in 1999.

Hotel brand and operations managers interested in discussing solutions to their hotels' hot button issues can [contact Ruth Ormsby](#) for a free consultation.

About HMG Hospitality

Based in San Diego, California, HMG Hospitality is comprised of top hotel professionals with more than 100 years of combined experience in the hotel industry. HMG clients benefit from the firm's distinct ability to evaluate and improve property management and hotel asset value by maximizing market share and appeal for expansion beyond that region. Core strategies developed over years of experience merged with the latest in performance modules, operating efficiency, and customer satisfaction programs make HMG Hospitality the ideal managing partner for domestic and international hotel brands. Brands managed by HMG Hospitality include JW Marriott Hotels, Hilton Hotels, InterContinental Hotels Group, Wyndham Hotel Group, and Radisson Hotels. For more information, visit HMGHospitality.com.

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