

Chad L. Crandell, CRE **President**

Mr. Crandell is the President and co-founder of CHM, leading provider of asset management services to owners, developers and investors of hotels and resorts collectively valued at more than \$5.0 billion. Mr. Crandell is responsible for overseeing all CHM corporate functions, as well as focusing on client relations, development and deal sourcing. With extensive experience in structuring fair and equitable agreements pertaining to hotel ownership, Mr. Crandell plays an active role in all contract negotiations. He also advises on key operational challenges, including risk mitigation, capital planning and expenditures and investor-funded capital projects. In addition to serving as the past President of HAMA (Hospitality Asset Managers Association), Mr. Crandell is a spokesperson for CHM and active advocate for hotel ownership and industry issues, participating and routinely speaking at all major conferences. Mr. Crandell is regularly quoted in industry articles and has authored a number of chapters and case studies published as part of industry text books. Mr. Crandell is a member of the International Society of Hospitality Consultants and holds a Counselors of Real Estate distinction.

Professional Experience

- Capital Hotel Management: President, Boston, MA
- Horwath Landauer: Managing Director, Boston, MA
- Hospitality Consulting Inc.: Principal, Boston, MA
- Laventhol & Horwath: Manager, Boston, MA
- Chalet Susse International, Inc.: Director of Real Estate Development, Wilton, NH
- Koala Inns of America: Manager of Development and Acquisitions, Boston, MA
- InterContinental Hotels: Assistant Controller, New Orleans, LA

Education and Credentials

- Bachelor of Science in Hotel Administration, Cornell University
- Graduate Courses, Boston College

Contributing Author

- CapEx 2007: A Study of Capital Expenditures in the Hotel Industry
- Hotel Investments Issues & Perspectives, Fourth Edition (*Negotiating the Hotel Management Contract*)
- Hotel Asset Management: Issues & Perspectives, First Edition (*Asset Management's Impact on Value Case Study*)
- Hotel Asset Management: Issues & Perspectives, Second Edition (*Best Practices in Maximizing Food & Beverage Profitability*)

Areas of Expertise

- Asset management and monitoring
- Negotiation of management and franchise contracts
- Hotel market positioning, analysis, advice, and execution
- Hotel operations
- Capital planning oversight and execution
- Development/redevelopment consulting and management
- Convention center hotel development and operation
- Acquisition and disposition advisory services – assets, real property, loans and land

Professional Affiliations and Activities

- Hospitality Asset Managers Association (HAMA), Past President
- Counselors of Real Estate (CRE)
- International Society of Hospitality Consultants (ISHC)
- Cornell Hotel Society, Past President New England Chapter
- Cornell Real Estate Council
- International Association of Corporate Real Estate Executives, Past President Boston Chapter
- Editorial Research Board of Industry Leaders (Hotel & Motel Management)
- Endicott College Board of Trustees
- Global Hotel Network's 2009 Investment Committee Member