

Fred Cerrone

Founder & Chairman

Frederick W. Cerrone serves as Founder and Chairman of Hotel Equities. His hospitality career spans a five-decade progression from desk clerk at Boston's largest hotel, to managing hotels across the country and ultimately launching Hotel Equities in 1989.

A general manager at age 21 and twice recognized as "General Manager of the Year" by national hotel franchises, Mr. Cerrone has hospitality in his blood. After many years in key positions with top hotels, he founded Hotel Equities and became a Marriott franchise partner. Other major franchise partnerships soon followed. With over 100 hotels in its present portfolio, Hotel Equities continues its successful growth.

HotelWorld Network named Mr. Cerrone "Hotelier of the Year" in 2009. Chairman of Marriott's Fairfield Inn Franchise Advisory Board, he also sits on the Franchise Advisory Board for Marriott's SpringHill Suites and the Dunwoody Chamber of Commerce Board.

Mr. Cerrone serves on the Advisory Board for Georgia State University's Cecil B. Day School of Hospitality. He received the Alumni Entrepreneurship Award from Georgia State University's Robinson College of Business.

Hospitality is a people-centered business and people are Mr. Cerrone's passion. He enjoys seeing Hotel Equities' associates thrive and considers himself Head Coach of the hospitality team. Before embarking on a hospitality career, he served in the United States Marine Corps.

Mr. Cerrone is a graduate of Georgia State University (MBA in Business) and Miami Dade College (A.S. degree in Hotel and Restaurant Management). He holds the prestigious Certified Hotel Administrator (CHA) designation through the American Lodging Association.

He is married to Christine, his high school sweetheart, and resides in Dunwoody, Georgia.