

ISAAC J. COLLAZO**VICE PRESIDENT, PRODUCT ANALYTICS & INSIGHTS****STR, Inc.**

Isaac J. Collazo is vice president, STR Inc., a division of CoStar Group, that provides market data on the hotel industry worldwide, including supply and demand and market share data.

Mr. Collazo's responsibilities include ascertaining, prioritizing, and executing opportunities to harvest data through innovative analysis; alterations to collection/storage of data; identification of data gaps and collection opportunities; and establishment of external partnerships. He also drives new products/services along with developing new methods for displaying data and increasing its narration. Other duties include integrating STR into the CoStar data platform and providing counsel on STR's lodging industry forecast process and its economic foundation.

Prior to joining STR, Mr. Collazo was Vice President, Competitive Intelligence at InterContinental Hotels Group (IHG) and was responsible for ensuring effective cross-utilization of intelligence as well as overseeing a broad range of functional responsibilities, including competitive performance analysis, predictive analytics/modeling and interpreting the macro-economic environment. He also held other roles at IHG including vice president, performance strategy & planning and vice president, operations strategy & planning in the Americas.

Before IHG, Mr. Collazo was vice president, strategic brand knowledge with Marriott International where he led their guest satisfaction program and competitive analysis group. He also served with Promus Hotel Corporation (acquired by Hilton). His responsibilities there included the administration and management of market and customer tracking systems and the development and communication of strategic briefs. Mr. Collazo began his career in the hospitality industry in 1987 with La Quinta Inns.

Mr. Collazo holds a bachelor's degree in business administration, and radio, television & film from Trinity University and a master of business administration from the University of Texas at Austin.

About STR

STR provides premium data benchmarking, analytics, and marketplace insights for global hospitality sectors. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, an international headquarters in London, and an Asia Pacific headquarters in Singapore. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces. For more information, please visit str.com and www.costargroup.com.