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CONTACT: Andrea Trapani  
248.258.2333  
[atrapani@identitypr.com](mailto:atrapani@identitypr.com)

**CHESAPEAKE HOSPITALITY HIRES REGIONAL DIRECTOR OF OPERATIONS AND DIRECTOR OF DIGITAL MARKETING AND ECOMMERCE**

*Company continues to add senior talent to team*

**GREENBELT, Md.**, November XX, 2015 – Chesapeake Hospitality, a dynamic third-party hotel management company, has added hospitality industry veterans Melissa Grossarth to serve as director of digital marketing and ecommerce, and Mike McCarthy as regional director of operations to its expanding team of hotel management professionals. Kim Sims, president of Chesapeake Hospitality, made the announcement.

With more than 10 years of extensive experience in ecommerce and marketing, Grossarth will be responsible for driving Chesapeake’s ongoing pursuit of optimization of its revenue and distribution channels to deliver industry-leading results. Prior to joining Chesapeake, she was the ecommerce director at Your DC Hotels, where she developed the e-Business strategy and marketing plan for all online initiatives and promotional programs for 14 hotels in Washington D.C. and Northern Virginia.

Previously, McCarthy was the New York City and Washington D.C. major market director for IHG, where he was responsible for a portfolio of 20 hotels and developing individual business plans for each property to ensure positive top line growth and achieve a rooms revenue budget of \$201 million. Focused in the mid-Atlantic region, McCarthy will utilize his more than 15 years in the hospitality industry to drive performance for Chesapeake’s owner clients, leveraging the company’s framework and robust support systems.

“As we continue to add senior talent to our team to enhance our extensive, best-in-class management offerings, we are confident that both Melissa and Mike’s depth of experience, will make them great additions to our team and a tremendous benefit to our owners and their needs,” said Sims.

Grossarth earned a Bachelor of Arts in English from Rutgers University and a Master of Science in business administration from Boston University, while McCarthy earned a Bachelor of Arts from The University of Maryland.

For more information about Chesapeake Hospitality, please visit [www.chesapeakehospitality.com](http://www.chesapeakehospitality.com).

***Chesapeake Hospitality is a leader in the third party hotel management company space with a proven track record of increasing cash flow and asset value for owners. Ranked in the top 50 largest independent operators, the company manages hotels under the Hilton, Doubletree, Homewood Suites, Hampton Inn, Sheraton, Crowne Plaza, Indigo and Holiday Inn brands as well as independent properties, such as the Georgian Terrace. For additional information visit the company’s website: [www.chesapeakehospitality.com](http://www.chesapeakehospitality.com)***