



--For Immediate Release--

Strand Hospitality Services Names Diedra Anderson as the Director of Sales at the Courtyard Memphis East/Bill Morris Parkway

(Memphis, Tenn.) November 28, 2016- Strand Hospitality Services recently announced that Diedra Anderson has been named the Director of Sales at the Courtyard Memphis East/Bill Morris Parkway. She will be responsible for the day-to-day sales and marketing efforts for the 96 room hotel located at 3076 Kirby Parkway in Memphis, Tenn.

“I am thrilled to join the team at the Courtyard Memphis East/Bill Morris Parkway,” said Anderson. “It is a wonderful property to sell with a great location, awesome staff and great amenities. I am excited to build new relationships within the community and show them what we have to offer.”

With more than six years of hotel sales experience, Anderson most recently worked as the Senior Sales Manager for the Holiday Inn-Downtown Memphis, where she was responsible for the development, solicitation and maintenance of accounts in several market segments. Prior to her position at the Holiday Inn, Anderson was the Sales and Marketing Manager at the Whispering Woods Hotel and Conference Center and Fairfield Inn and Suites Olive Branch, Miss.

Diedra is the ideal choice to lead the sales department at the Courtyard Memphis East/Bill Morris Parkway,” said Allan Brunner, Corporate Director of Sales & Marketing for Strand Hospitality Services. “Her experience and knowledge of the hospitality industry and the Memphis area is very impressive and perfect for the local market.”

Diedra currently resides in Cordova, Tenn.

About Strand Hospitality: With headquarters shared between Charlotte and Myrtle Beach. Strand also has operations in Atlanta. Founded more than 45 years ago, the company began as a developer/owner of full-service Holiday Inns, gradually moving into third-party management. Today with over 30 high-quality hotels in its management portfolio, the company continues to grow through development, joint ventures and third-party management. It specializes in two to four-star hotel segments and is approved to operate hotels under all the leading hotel brand families including; Marriott, Hilton, Starwood, Wyndham, Choice and IHG.
<http://www.strandhospitality.com>