



**--For Immediate Release--**

**Strand Hospitality Services Names Brenda Ford as Regional Director of Sales**

**(Myrtle Beach, S.C.) February 9, 2018-** Strand Hospitality Services, a leading provider of hospitality operations, consulting and advisory services, recently announced that Brenda Ford has been hired as a Regional Director of Sales.

"I am very thankful to Strand Hospitality Services for giving me this opportunity," said Ford. "This is a very exciting time to join Strand and I look forward to being a part of their growth and development this year and beyond."

Her well-rounded and accomplished hospitality career has included roles as Area Director of Sales for AURO Hotels where she was responsible for overseeing the sales efforts of four hotels in the Atlanta, Ga. region as well as a staff of nine. Prior to working with AURO, Ford was the Area Director of Sales for Noble Investment Group/IHR Management in Atlanta, Ga. where she led the sales and marketing efforts for six hotels.

"Brenda brings over 30 years of comprehensive hospitality and sales expertise to our organization," said Jay Keller, Chief Operating Officer for Strand Hospitality. "Her knowledge, experience and hotel sales success in the Atlanta region makes her the perfect fit for the Regional Director of Sales position."

Ford currently resides in Sharpsburg, Ga.

**About Strand Hospitality:** With headquarters shared between Charlotte and Myrtle Beach. Strand also has operations in Atlanta. Founded more than 47 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>

###