



## Expotel Hospitality Names

### Mike Nixon, Chief Development Officer/Persident

February 1, 2019

For Immediate Use

New Orleans, LA --

After a long search, we are pleased to announce that Michael W. Nixon will be the new Chief Development Officer and President of Expotel Hospitality. Mike has been in the hospitality industry for over 30 years. What started as a means to pay for college became a lifelong commitment to serving guests, teammates and colleagues. Mike brings a vast amount of expertise within the Hilton, Marriott, Hyatt, IHG, Wyndham, Choice and Best Western Brands.

Mike's focus will be on driving the development and growth of the company, but he adds great depth to the team as a respected leader with expertise in acquisitions, operations, budgeting, capital improvements, and sales and marketing. He has an excellent track record in opening and establishing new hotels along with turning around the operation of multiple under-performing assets for both private and institutional owners. Mike leads with a good sense of humor while inspiring the best from his team by being a positive influence and role model.

Mike's career began at Bennett's Reef, Inc in Panama City Beach, Florida where he operated three hotels for the Bennett family. There he played an instrumental role in bringing Spring Break to Panama City Beach and garnering national attention for the Florida Gulf Coast. From there he moved to Innisfree Hotels where he became a true student of the hotel business and climbed the ranks to become President. Under Mike's leadership, the company experienced growth of over 300% in just under 4 years.

Mike attended Louisiana State University and Florida State University and has a bachelor's degree in the Russian Language. He is a Certified Hotel Administrator and has worked closely as an advisor and lecturer for the Hospitality School at the University of West Florida for a number of years. Mike has served on the owner advisory council for IHG's Hotel Indigo Brand, and currently serves as a Foundation Board Member for Baptist Hospital. He has been on several Chamber boards and has written and been interviewed for several articles in hospitality trade publications.

#### About Expotel Hospitality

*New Orleans-based Expotel Hospitality represents several major hotel franchise companies and operates 19 hotels in six states: Texas, Florida, Tennessee and Louisiana. The company serves its owners, business partners, guests, associates and communities according to a well-defined set of core values, with emphasis on innovation, quality standards and strong commitment to positive hotel guest and employee work experiences.*