



Chad L. Crandell, CRE **President**

Chad Crandell is the President and co-founder of CHM, leading provider of asset management and advisory to both private and public-sector hospitality real estate owners. Mr. Crandell is responsible for overseeing all corporate functions, including the Government Services division, focusing on client support, business development and team resources. With extensive experience in structuring fair and equitable agreements pertaining to hospitality real estate ownership, Mr. Crandell plays an active role in all contract negotiations, as well as advises on key operational challenges, including risk mitigation, capital planning and expenditures and investor-funded capital projects. Mr. Crandell served as the past President of HAMA (Hospitality Asset Managers Association), is a spokesperson for CHM and active advocate on hospitality ownership and industry issues, participating and routinely speaking at all major conferences. Mr. Crandell's public sector expertise includes providing advisory services to municipal, state and federal agencies in the areas of planning/development, funding strategies, RFP development, management selection and asset management. Mr. Crandell is regularly quoted in industry articles and has authored a number of chapters and case studies published as part of industry text books. Mr. Crandell is a member of the International Society of Hospitality Consultants and holds a Counselors of Real Estate distinction.

Professional Experience

- CHM: President, Boston, MA
- Horwath Landauer: Managing Director, Boston, MA
- Hospitality Consulting Inc.: Principal, Boston, MA
- Laventhol & Horwath: Manager, Boston, MA
- Chalet Susse International, Inc.: Director of Real Estate Development, Wilton, NH
- Koala Inns of America: Manager of Development and Acquisitions, Boston, MA
- InterContinental Hotels: Assistant Controller, New Orleans, LA

Areas of Expertise

- Asset management and monitoring
- Negotiation of management and franchise contracts
- Hotel market positioning, analysis, advice, and execution
- Hotel operations
- Capital planning oversight and execution
- Development/redevelopment consulting and management
- Convention center hotel development and operation
- Acquisition and disposition advisory services – assets, real property, loans and land

Education and Credentials

- Bachelor of Science in Hotel Administration, Cornell University
- Graduate Courses, Boston College

Contributing Author

- CapEx 2007: A Study of Capital Expenditures in the Hotel Industry
- Hotel Investments Issues & Perspectives, Fourth Edition (*Negotiating the Hotel Management Contract*)
- Hotel Asset Management: Issues & Perspectives, First Edition (*Asset Management's Impact on Value Case Study*)
- Hotel Asset Management: Issues & Perspectives, Second Edition (*Best Practices in Maximizing Food & Beverage Profitability*)

Professional Affiliations and Activities

- Hospitality Asset Managers Association (HAMA), Past President
- Counselors of Real Estate (CRE)
- International Society of Hospitality Consultants (ISHC)
- Cornell Hotel Society, Past President New England Chapter
- Cornell Real Estate Council
- International Association of Corporate Real Estate Executives, Past President Boston Chapter
- Editorial Research Board of Industry Leaders (Hotel & Motel Management)
- Endicott College Board of Trustees
- Global Hotel Network's 2009 Investment Committee Member