



CHMWarnick Names Jalil Mekouar Managing Director and Executive Vice President

New Role to Support Growing International Clientele

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CHMWarnick (CHMW), the leading hotel asset management and owner advisory services company, today announced that Jalil Mekouar has joined the company as managing director and executive vice president. CHMW's current asset management portfolio includes more than 60 hotels, with 25,000 rooms, and \$15 billion in asset value, roughly half of which is owned by international clients from Asia, Europe, and the Middle-East. Mekouar will focus his efforts on servicing and growing the company's international presence and client base, enhancing its position as a global leader in hotel asset management and owner advisory services.

"Over the past 18 months, we have experienced a surge of international interest in our hospitality investment services, as we offer clients an integrated platform of expertise throughout all stages of the hotel investment cycle. From underwriting and acquisition support, asset management and entity accounting, through to strategic disposition, CHMW has emerged as a leading advisor to international hotel investors," said Chad Crandell, managing director and CEO of CHMW. "With his international background, Jalil adds immediate bench depth to our growing team and brings with him extensive hospitality real estate experience in the finance, asset management, operations, advisory and investment sectors. His broad network and expertise gives CHMW a clear advantage, allowing us to provide best-in-class services to a diverse range of clients, as well as to first time investors seeking expert representation in the U.S. We are confident that his addition only will continue to profitably grow our global clientele."

With more than 25 years of international experience in the hospitality industry, Mekouar has gained exposure to six continents and over 35 countries, as well as multiple Fortune 500 companies. A global strategist in operations, finance, investment and asset management, Mekouar has lead complex improvement initiatives to enhance asset value. His previous positions include COO and managing director of JLL's Hotels & Hospitality Group and senior leadership roles with InterContinental Hotels, Marriott and Minor International in the Americas, Europe, the Middle East and Asia-Pacific. Mekouar earned two bachelor's degrees in Tourism & Hospitality Management and Finance & Business Administration from France and completed MBA programs in International Hospitality Management from Cornell University's School



of Hotel Administration and ESSEC in France, a leading business school in Europe. Mekouar also received his Hotel Real Estate Investment and Asset Management certification from Cornell University and is a member of such prestigious professional organizations as the Royal Institution of Chartered Surveyors (RICS) and the Hospitality Asset Managers Association (HAMA). Among his many talents, Mekouar speaks five languages and is a regularly invited speaker at international hospitality and real estate conferences in Europe, the Middle East, Africa and the Americas.

"I am thrilled to join the CHMW team. The firm's proven reputation and international reach make it the ideal choice to share my passion and further my hospitality investment career, while contributing the depth and breadth of my global experience and relationships to expand the company's presence domestically and worldwide," Mekouar said. "CHMW is the premiere name in hotel asset management and best-in-class advisory services within the global hotel investment community, and I am excited to be working with our team to further consolidate our reputation as trusted advisors with our growing clientele and partners globally."

About CHMWarnick

CHMWarnick ("CHMW") is the leading provider of hotel asset management and ownership advisory services in the U.S., delivering material positive impact on asset value and returns for lodging real estate owners and investors. The company currently advises a client portfolio of more than 60 hotels with 25,000 rooms, collectively valued at \$15 billion. In addition to operational hotels, CHMW actively is representing clients on \$2 billion in hotel development projects in major markets across the U.S. CHMW's experience has included advisory on more than 400 hotels, including major and secondary markets in North America and the Caribbean. It has served as a trusted advisor to a wide-range of U.S. and internationally-based ownership groups, including sovereign wealth funds, private equity, public agencies, pension funds, lending institutions, Fortune 100 companies and insurance companies. While CHMW has worked with many hotels, it is uniquely qualified in its experience with urban luxury and boutique properties, convention center headquarters hotels, destination resorts and select-service portfolios.

CHMW offers an experienced team of hospitality professionals, with a broad range of expertise in areas such as hotel consulting, planning and development, contract negotiation, operations, new hotel openings, strategic planning, sales and marketing, revenue management, accounting and finance, food and beverage, loan/agreement compliance, capital planning and physical asset oversight, risk management and investment counseling. CHMW's diverse background, and deep experience (a third of its team has 30+ years hospitality experience) affords an unparalleled level of resources, providing clients with the most comprehensive hotel advisory services available in the industry today.



CHMW's services include hotel asset management and owner [advisory services](#) related to hotel/portfolio acquisition, planning and development, strategic positioning and re-development, public-sector hotel planning, operations assessment, ownership-level accounting, capital planning and renovation oversight and disposition services. For more information about CHMW and our services, please call +1 (978) 522-7000 or visit us online:

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