



FOR IMMEDIATE RELEASE

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For more information, contact: Brandon VerVelde, 202-945-4954, [brandon@aahoa.com](mailto:brandon@aahoa.com)

## **AAHOA Promotes Rachel Humphrey to COO**

### **Humphrey will build upon AAHOA's record-setting year as chief operating officer**

ATLANTA – The Asian American Hotel Owners Association announced today the promotion of Rachel Humphrey to chief operating officer. Humphrey's promotion comes as AAHOA is reaching historic heights for the organization. After hitting a record 16,655 members in 2016, AAHOA's 2017 convention featured a record 6,689 attendees, the largest trade show in the hotel industry and a mainstage roundtable discussion with 11 hotel brand executives—a first for any industry event.

“We're extremely happy to announce Rachel Humphrey's promotion to COO and are thrilled to have her leadership and vision on our executive team,” said AAHOA President and CEO Chip Rogers. “Since joining AAHOA in 2015, Rachel has been dedicated to growing our organization's footprint in the industry. Her exemplary work has not only been reflected in a record-breaking year for AAHOA but also in terms of building meaningful, productive relationships with every brand in the industry. As the representative of owners, Rachel has always fiercely and respectfully advocated for their best interest and the best interest of the industry at large. I know she'll bring that drive and determination to her new role.”

Humphrey previously served as vice president and managing attorney for franchise relations with AAHOA, responsible for strategically developing relationships with brands. In addition, she fielded hundreds of AAHOA member inquiries annually on a wide variety of hotel ownership issues and managed AAHOA's education department, which saw a record 7,125 members attend education in 2016.

“Rachel has been integral to AAHOA's success and growth, and her leadership specifically in relating to our partners and brands has been tremendous,” said AAHOA Chairman Bhavesh Patel. “On behalf of the AAHOA Board of Directors, I welcome her to her new position as COO. Her unique vision and ability to bring people together make her supremely qualified to oversee the operations of our ever-growing association. Together with President and CEO Chip Rogers, AAHOA has never had stronger leadership.”

As COO, Humphrey is charged with executing the day-to-day activities of the organization, which includes achieving its strategic and long-term goals, serving on the executive leadership team, spearheading growth strategies and improving all operational systems. She will report to the president and CEO.

“I’m honored to take on this new duty and responsibility,” said Humphrey. “Working with our staff, members, partners and brands over the last two years has been a great opportunity, and I’m excited to take on the new role of overseeing the organization’s operations. In the last few years, AAHOA has grown not only in terms of raw numbers, like our record 16,655 members, but also in our stature in the industry. As the voice of America’s hotel owners, AAHOA has a big role to play in the future of hospitality, and I’m excited to contribute to that. I thank our CEO Chip Rogers, Chairman Bhavesh Patel and the entire AAHOA Board of Directors for this opportunity.”

Before joining AAHOA, Humphrey spent 20 years in private practice as an attorney. She received a bachelor’s degree from Connecticut College and a Juris Doctor from the Syracuse University College of Law.

AAHOA is headquartered in Atlanta with a government affairs office in Washington, D.C.

*AAHOA is the largest hotel owners association in the world. The more than 16,000 AAHOA members own almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community in the United States. As an association, AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American Dream.*

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