



**FOR IMMEDIATE RELEASE**

**CONTACT: Peter Clerkin**

202-945-4950

peter@aahoa.com

## **AAHOA Names New Directors of Communications and Marketing**

ATLANTA, Ga., Apr. 27 – AAHOA, the world’s largest hotel owners association, today announced the promotions of Peter Clerkin to Director of Communications and Alexandra Rodriguez to Director of Marketing.

“This is an important step that recognizes AAHOA’s unprecedented growth, both in terms of membership as well as in our offerings as an association” said Chairman Hitesh (HP) Patel. “With over 200 events held across the country in 2017, we needed to guarantee that our internal operations could meet our membership’s needs and demand for information. Restructuring our marketing and communications teams ensures that our internal and outward-facing communications and services reflect the fact that AAHOA is the voice of America’s hotel owners.”

“As the embodiment of the American Dream, the nearly 18,000 AAHOA members have a great story to share and it is only logical that, as AAHOA continues to grow, we make the necessary internal changes that allow us to best share those stories with lawmakers, industry partners, vendors, and the millions of guests who patron America’s hotels,” said AAHOA President and CEO Chip Rogers.

Clerkin will lead the development of strategic communications to expand the reach and impact of AAHOA’s policy and advocacy activities. He will also oversee media relations and online media. He joined AAHOA in November 2017 and previously served as the association’s Director, Government Affairs Communications in the Washington, DC office. Before joining AAHOA, Clerkin spent over a decade working on political campaigns across the United States, including presidential, congressional, and state races. He holds degrees from the University of Kent and George Mason University.

Rodriguez will oversee the marketing department and lead the development of strategies for member and vendor outreach and the revamping of internal and external publications, including Today’s Hotelier magazine. She joined AAHOA in October 2016 and previously served as the Marketing Manager in the association’s Atlanta, Ga. headquarters. Before joining AAHOA, Rodriguez worked in marketing for nearly a decade across multiple industries, including publishing, financial services, and energy. She holds a degree in marketing from the University of Florida and is a current member of the American Marketing Association.

###

*AAHOA is the largest hotel owners association in the world. The nearly 18,000 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. AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American dream.*