

# LW Hospitality Advisors' Evan Weiss promoted to COO

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LW Hospitality Advisors is also opening a new office in California. Pictured: The Hotel Del Coronado in Coronado, Calif.

Daniel H. Lesser, president & CEO of [LW Hospitality Advisors](#) announced the company's decision to appoint Evan Weiss to COO of the firm. Weiss, who is located in the company's New York City headquarters, previously served as its principal and has more than fifteen years of experience providing an array of hospitality operational, valuation and real estate advisory services including: site evaluation, highest and best use analysis, market and feasibility studies, appraisals, litigation and transactional support services.

"Evan's experience and capabilities in lodging real estate are wide and deep" Daniel H. Lesser said in a statement. "LWHA is approaching its seventh-year anniversary, and Evan will oversee the firm's operations as we experience continued growth with new service offerings, and expansion of our geographic footprint with offices across North America."

"I am delighted to continue my partnership and friendship with Dan Lesser and Gary Isenberg as we continue to develop the leading go to lodging industry valuation, advisory and asset management services platform," Weiss said in a statement."

Weiss also revealed the opening of an LWHA office in San Diego, Calif., led by managing director Mark Lukens with support from associate Elizabeth Perricone, who relocated from the firm's NYC office.

Weiss also announced the promotion of NYC-based Michelle LaRocca to SVP at the company. Associate Dominique Finn also has been transferred from the firm's valuation & advisory services platform to oversee asset management of the recently mandated NCSC Hospitality Portfolio.

LWHA specializes in a range of advisory, valuation, feasibility, investment counseling, asset management, property management and transactional services focused exclusively on hotels, resorts, gaming properties and conference center assets worldwide. LWHA works with corporate, institutional and individual clients, as well as with municipalities and governmental agencies on all facets of hospitality real estate.