



LW Hospitality Advisors (LWHA ®) Announces Denver Expansion & Appointment of Brett Russell as Managing Director

Lodging industry expert Brett Russell has joined LWHA's senior leadership team.

New York, May 10, 2023 -- LW Hospitality Advisors (LWHA) today announced the appointment of Brett Russell as Managing Director of the firm.

Mr. Russell has more than twenty-five years of domestic and international experience providing an array of hospitality operational, valuation, and real estate advisory services including: expert testimony, site evaluation, highest and best use analysis, market and feasibility studies, and appraisals. He has significant expertise with complex proposed and existing assets, with a specialization in mixed-use resorts that include ski, golf, beach, and/or residential components. Based in Denver, Colorado, Mr. Russell has unique knowledge in evaluating ski resorts and related ski village accommodations and is considered an authority on lodging in these destination markets.

"Brett Russell's experience and capabilities in lodging real estate are wide and deep, which further enhance LWHA's senior ranks, and we are thrilled to welcome him to the team" said Daniel H. Lesser Co-Founder, President & CEO of LWHA. "Earlier this year LWHA marked its twelfth-year anniversary, and Brett will be an integral part of the platform's continued geographic footprint expansion and diversification of service offerings."

A graduate of Colorado State University Global, during the past 22 years Mr. Russell served as Managing Director and Director of Business Development with HVS and as a member of the group's global management team. Additionally, Mr. Russell has operational, development, consulting, and transaction experience with Tharaldson Hospitality Management and REAL Properties LLC as a franchise owner and developer of Ziggie's Coffee.

"Brett Russell's expertise positions him to become an integral part of LWHA's leadership team. His deep relationships and wide-ranging knowledge, along with his positive demeanor, will allow him to continue to grow his career and assist LWHA's growth through national portfolio execution and quality control initiatives," said Evan Weiss Co-Founder, COO & Principal of LWHA.

Peter Kressaty, Chief Commercial Officer added, *"We are delighted to welcome Brett Russell to our executive leadership team. Brett is the perfect complement to LWHA's accomplished, tenured, affable, and growing team, marking LWHA's 14th hire in 12 months."*

Mr. Russell said, *"I appreciate the opportunity to join LWHA, a group of well-known, highly respected lodging industry professionals who have developed the nation's best in class hotel centric valuation, advisory, asset management services, and predictive analytics platforms."*

LWHA specializes in a range of lodging centric services including **Asset Management, Underwriting Due Diligence, Transaction Advisory/Receivership & Restructuring, Consulting/Advisory/Valuation & Appraisal/Feasibility & Market Study, Litigation Support & Restructuring and Predictive Analytics** focused exclusively on hotels, resorts, gaming properties, and conference center assets. LWHA works with corporate, institutional, and individual clients, as well as with municipalities and governmental agencies. With a presence in Atlanta, GA, Asheville, NC, Aspen, CO, Austin, TX, Boston, MA, Cleveland, OH, Dallas, TX, Denver, CO, Minneapolis, MN, New York, NY, Panama City Beach, FL, San Diego, CA, Seattle, WA, and Washington, D.C., LWHA's 40 professionals have executed assignments in all 50 states, Canada, Mexico, the Caribbean, and the United Kingdom.

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