



## **Sandpiper Hospitality promotes Victor Cruz to Vice President of Business Development**

**Richmond, Va. – (Dec. 7, 2021) – [Sandpiper Hospitality](#)** – a Virginia-based hotel management company with vast expertise in the extended-stay segment is excited to announce that it has promoted **Victor Cruz** to serve as **Vice President of Business Development**. In this role, Cruz will be responsible for developing third-party management opportunities and earning new management contracts for the company.

Cruz joined the Sandpiper Hospitality team in 2016 and most recently served as the Vice President of Revenue Management. With a broad range of hospitality revenue knowledge, he previously held positions at Winegardner & Hammons Hotel Group, Shaner Hotels, Highgate Hotels, Interstate Hotels & Resorts, Sage Hospitality and The Prococcianti Group. A graduate of Youngstown State University, Cruz was named Marriott's Revenue Leader of the Year for the Eastern Region in 2011 and 2012 and has helped Sandpiper Hospitality achieve best-in-class revenue results year-in and year-out.

"I believe in Sandpiper Hospitality, our company culture, and our proven ability to drive superior results. I look forward to using my knowledge and expertise to assist our clients while helping the company achieve smart growth goals," said Cruz.

Sandpiper hospitality is approved by Marriott International, IHG Hotels & Resorts, Choice Hotels International, Suburban Extended Stay Hotels and Extended Stay America to manage their select-service and extended stay brands and now manages over ten different brands in its portfolio.

"Victor has been a key leader at Sandpiper Hospitality for over five years. His extensive background in Revenue Management and his intimate knowledge of our business and capabilities will be invaluable for us as we continue to add new properties nationwide," said Sandpiper Hospitality President & CEO Jim Darter. "The sky is the limit for Victor and Sandpiper Hospitality."

Sandpiper Hospitality has a portfolio of 54 hotels open with 21 of them under management for third-party clients. It has earned several new management contracts recently, including the addition of a new high profile WoodSpring Suites property in Orlando, Florida, two Suburban Extended Stay Hotels by Choice in Colorado and North Carolina and the company was recently selected to manage four new properties currently under development in Texas that will join the Wyndham Hotels & Resorts family.

Sandpiper Hospitality continues to demonstrate its unique ability to combine a flexible approach to 3<sup>rd</sup>-party management with extra-ordinary financial results for its investors and clients. For more information, please visit [www.sandpiperhospitality.com](http://www.sandpiperhospitality.com).

### **About Sandpiper Hospitality**

Sandpiper Hospitality is a high-performance hotel management firm recognized as experts in the extended stay hotel space. With 54 hotels open or under management for a diverse group of clients across the country, Sandpiper Hospitality is on the leading edge of the hottest segment in hospitality. According to the April 2020 edition of *Hospitality Business*, Sandpiper

Hospitality was the fastest growing Top 100 hotel management company from 2018 to 2019 and that expansion has continued into 2021. The firm has earned its position as the leading operator in the extended stay hotel segment of hospitality by virtue of superior returns on investment for its investors and clients. Sandpiper Hospitality - where expertise grounds us and flexibility elevates us. [www.sandpiperhospitality.com](http://www.sandpiperhospitality.com).

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