



AREA MANAGERS

Area Managers focus is to provide virtual consulting services that most highly impact hotel performance. They are geographically aligned with your hotel's location. The AM team can help you and your team with effective solutions.

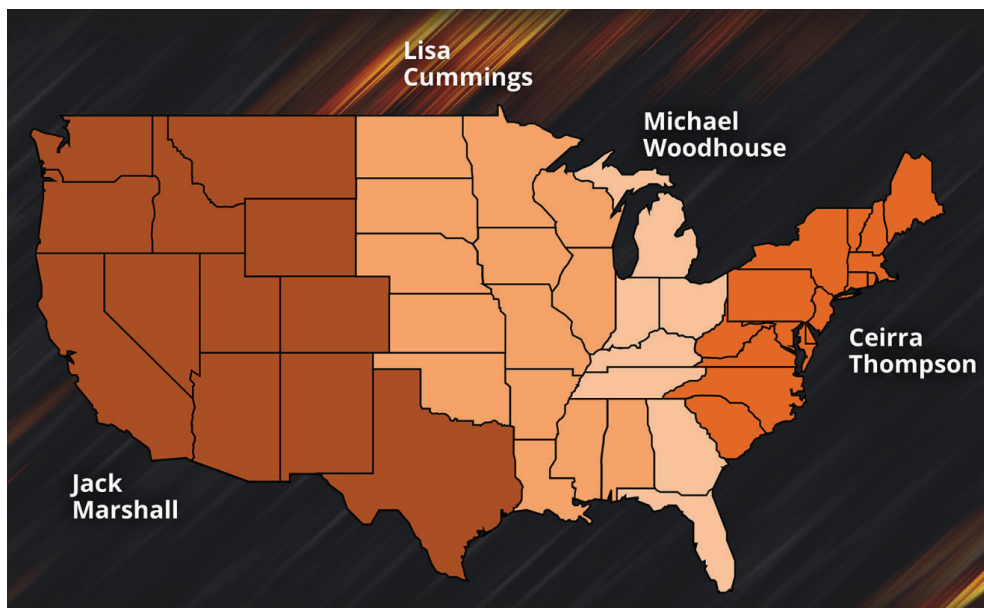
✓ REVENUE ASSIST

✓ PROFITABILITY

✓ GUEST EXPERIENCE

✓ OWNER-OPERATOR SATISFACTION

Powered with regional and hotel specific performance data metrics, reach out to your Area Manager and engage for property improvement opportunities.



LEARN MORE ABOUT THE PROFITABILITY PROCESS WITH YOUR AREA MANAGER

- Area Managers connect with Econo Lodge owners as their trusted advisor. Together, let's discuss profitability goals and the overall goals for the lifecycle of the hotel.
- Area Managers will explain the value and power of benchmarking with HotStats.
- Owners enroll in HotStats.
- Owners submit their Profit and Loss Statements to HotStats.
- Area Managers consult with owners to look for opportunities to save money and increase operational efficiencies using the HotStats hotel benchmarking tool.
- Best of all, there is no cost! A great value benefit to your hotel.





JACK MARSHALL
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Jack has worked in the hospitality industry for over 13 years and has spent time with hotels brands such as IHG, Hilton, and Choice Hotels. Working as Assistant General Manager and Sales Manager at the Comfort Suites Barstow, he helped lead this powerful team to numerous Platinum awards, two Hotel of the Year finalist awards, and finally, the top honor for being Choice Hotel of the Year for 2016. Jack was soon promoted as General Manager of the Hampton Inn & Suites in Los Alamos, New Mexico. He brought much needed stability to the property, cultivated a welcoming and teamwork orientated work culture, driving top-tier market share gains and increased profitability each year as GM.

Jack is originally from a town called Barstow located in Southern California. In 2017, the Marshall family relocated to Los Alamos in Northern New Mexico where they live today. He has been married to his wife, Tristan, for 11 years and has three loving daughters. He enjoys traveling and exploring new areas with his family. He loves to hike and particularly likes to visit our beautiful National Parks and Monuments throughout the U.S.



LISA CUMMINGS
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Lisa has been in the hospitality industry for 14 years. She started as a breakfast hostess/front desk representative at the Hampton Inn, Pittsburgh Airport. Lisa has held several sales positions at various Hilton properties. Her most recent position was General Manager for a little under 5 years at Comfort Suites. Lisa is very passionate about hospitality, experienced in delivering exceptional guest service and results driven. She is super excited to be a part of the Choice family, helping owners improve their business.

Fun Facts about Lisa: Favorite artist is Alicia Keys. The Cummings Family has two dogs that keep the house lively and fun. Favorite food? Like many, it is pizza! My top vacation spot I would love to visit – Africa and enjoy the excitement and beauty of an African Safari.



CEIRRA THOMPSON
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Ceirra joined Choice Hotels in 2022 from Radisson Hotel Group Americas where she assisted Radisson owners improve performance as a Franchise Services Specialist. Ceirra worked directly with Owners and General Managers to provide dedicated support to her region. Ceirra has over 15 years of experience working in various roles with Radisson Hotel Group Americas and has extensive knowledge of hotel operations. Her past role with Radisson compliments her new Area Manager role quite well.

Ceirra enjoys continuous learning and has an educational background in Business Management where she earned an AA degree from Metropolitan Community College.

Ceirra loves traveling with her family and considers herself as a foodie, enjoying trending food fads and various “best of” restaurants wherever their travel adventures take them!



MICHAEL WOODHOUSE
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Michael Woodhouse has over 30 years of experience in the Hospitality business, the last 12 years as an Area Director/Regional VP for Development with Choice Hotels International and now a proud member of the Economy Brands, Area Manager team.

Previously, Michael was the Vice President of Operations for Royco Hotels, managing a portfolio of up to 120 properties with locations stretching from Idaho to Florida. He was responsible for leading a group of Area Directors who took care of the day-to-day operations for a midwestern REIT hotel ownership group.

Michael has also owned, along with his wife, several businesses, including restaurants and a photography studio, while partnering in several hotel opportunities.

A proud graduate of Illinois State University, Michael now resides just south of Louisville, KY with his wife, Kathy. His pride and joy are the five grandchildren he gets to see every day now that he can work from home, providing support to Econo Lodge and Rodeway owners.