



## **Dani Stern Joins CoralTree Hospitality as Vice President of Business Development Operations and Performance Optimization**

**DENVER – July 10, 2023** – Tom Luersen, president of CoralTree Hospitality, today announced that Dani Stern has joined the company as vice president of business development operations and performance optimization. Stern will split his time between growing the company’s portfolio of hotels and resorts, while working with property teams to maximize individual performance. Stern previously work with Luersen and the CoralTree leadership team while at Two Roads Hospitality.

“We are so excited to be working with Dani once again,” said Luersen. “He was a great asset to our Two Roads team and we know he’ll help us successfully grow the CoralTree collection of hotels and resorts. He brings a wealth of experience to our team along with a visionary approach to how we operate.”

Stern most recently was chief operating officer for Blue Water Development Company, which specializes in investing, developing and managing RV resorts, campgrounds, hotels and attractions along the East Coast from Maine to Florida and several western destinations such as Texas, Montana and Oregon. He also had a tenure at Sage Hospitality Group as vice president of operations and senior vice president for the company’s Premier Collection. At Sage, Stern supported the company’s branded luxury, soft-branded and full service hotels to ensure optimize operational and financial performance.

His time at Two Roads Hospitality as senior vice president first put him in contact with the CoralTree leadership team. While at Two Roads he led the corporate performance optimization team that supported nearly 100 hotels. In that role, Stern worked with properties on benchmarking, sharing best practices, internal asset management and supporting the field in meeting their key performance indicators. As senior vice president, he led the company’s portfolio of hotels and resort on the West Coast. He worked with properties to maximize operational performance, develop strategic plans, team member performance and worked closely with owners.

“It’s great to be working with the CoralTree team once again,” said Stern. “The company has been thoughtfully built over the last five years. CoralTree has high values and models the importance of relationships. I’m excited to work with this leadership team and be a part of the unique collection of properties that have been curated in such a short period of time. I look forward to being a part of such a dynamic company and to help make a difference as we continue to expand the CoralTree collection of hotels and resorts.”

Before taking on corporate leadership roles, Stern worked in several senior property operations and food and beverage positions including general manager roles with Westin and JW Marriott hotels in Colorado.

Stern will be based at CoralTree's home office in Colorado. He's a graduate of Virginia Tech and also received a diploma in hotel and restaurant management from the Institute Hotelier Cesar Ritz in Montreux, Switzerland.

### **About CoralTree Hospitality**

CoralTree Hospitality is a wholly-owned subsidiary of Los Angeles based Lowe, a real estate investment, management and development firm. Colorado-based CoralTree delivers distinctive, memorable experiences that celebrate the surroundings, culture and community of each property. CoralTree is consistently rated among the top independent hotel management companies in the U.S. by *Hotel Business* magazine and recently was named the No. 4 best small company to work for in Colorado in the annual Denver Post, Top Workplace survey. The company provides marketing licensing and hospitality management services to hotels and resorts in the United States. The collection includes independent, branded and soft-branded properties such as Terranea Resort on the Southern California coast, The Woodlands Resort in Houston, Sunriver Resort in Oregon, Suncadia Resort in Washington, the Eddy Taproom & Hotel in Golden, Colorado, four Magnolia Hotels located in Denver, Houston, St. Louis and Omaha as well as the Lake Nona Wave Hotel in Orlando, Florida. CoralTree also is managing two exciting projects that are currently in development including Pier Sixty Six Resort in Fort Lauderdale and Hotel Polaris at the United States Air Force Academy in Colorado Springs. For more information on CoralTree, visit [www.CoralTreeHospitality.com](http://www.CoralTreeHospitality.com).

###

*For high resolution, downloadable images of properties in the CoralTree collection, please visit <https://coraltree.intelligencebank.com>*

**Media Contact:** Kristin Yantis, Malen Yantis Public Relations for CoralTree Hospitality, (970) 949-7919 or [kyantis@myprco.com](mailto:kyantis@myprco.com)