



## Red Roof® Names Gerrod Bede as Company's General Counsel

**COLUMBUS, Ohio, October 18, 2024** – Red Roof®, an award-winning leader in the lodging industry, has appointed Gerrod Bede as its new general counsel. With a distinguished career in franchise and business law, Bede will lead the Red Roof legal strategy supporting the company's continued growth. He will oversee all legal matters, including corporate governance, regulatory compliance and risk management, reporting to Red Roof President Zack Gharib. Bede will work closely with the executive team to provide counsel on a range of strategic initiatives.

"Gerrod brings expertise in franchise and business law, as well as proven leadership skills that will be instrumental as we continue to grow our business and elevate our brand," Gharib said.

Before joining Red Roof, Bede was with Ten Oaks Group, where he functioned as the general counsel for several of the firm's diverse portfolio companies. His background includes experience in franchise compliance and state-specific regulations, as well as managing business litigation and outside counsel across a range of complex issues.

"I look forward to working with this dynamic leadership team at such a pivotal time in elevating the brand and contributing to the ongoing success of Red Roof," Bede said. "This is a great fit for me because I grew up with this iconic brand and now, in this role, have the the opportunity to help build and position it for the future."

Bede is a native of the Buckeye State and grew up in Dayton, Ohio. He is a lover of classical music and an enthusiastic soccer referee who now resides with his wife and four children in the Columbus metro area.

Bede holds a Juris Doctor cum laude from Moritz College of Law at The Ohio State University and a Bachelor of Arts summa cum laude in music and sociology from Vanderbilt University.

### **About Red Roof**

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. Red Roof's portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof's dual-branded properties. Red Roof has over 60,000 rooms in more than 700 properties in the U.S. and internationally in Japan. For more information, visit [redroof.com](https://redroof.com) or download Red Roof's free app for iOS and Android devices. To learn about franchising opportunities, visit [redrooffranchising.com](https://redrooffranchising.com).

**Red Roof's Vision:** To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

### **Media Contact:**

Cori Rice  
SAMCOR Communications  
[crice@samcor.net](mailto:crice@samcor.net)