



## Red Roof® Appoints Tara Henderson as Chief Financial Officer

**COLUMBUS, Ohio, December 2, 2024** – Red Roof®, an award-winning leader in the lodging industry, has appointed Tara C. Henderson as the company’s chief financial officer. Tara is responsible for overseeing the company’s financial operations, strategic planning and growth initiatives, as Red Roof continues to elevate its executive management team and expand its market presence.

Henderson brings over 20 years of financial leadership across a diverse range of industries, including manufacturing, logistics, supply chain management and transportation. She has worked with both high-growth companies and global enterprises, navigating complex business environments and driving results through operational excellence and financial strategy.

“Tara is a dynamic financial leader with a proven track record of driving organizational growth and operational excellence,” said Red Roof President Zack Gharib. “Her expertise in building high-performing teams, innovating financial strategies and aligning business priorities with long-term success positions her as a pivotal force in shaping the future of Red Roof.”

“I have had the privilege of working alongside some of the most elite teams in my career,” Henderson said. “I’ve found that success hinges on the principles of collaboration, communication and cohesion. I know that my leadership style will fit well with Red Roof, and I am looking forward to continuing to build this legacy brand.”

A U.S. Navy veteran, Henderson is a values-driven leader whose professional ethos is rooted in resilience, responsibility and the determination to succeed where others might falter. Inspired by the military saying, ‘We do what no one else will,’ she approaches challenges with discipline, creativity and an unwavering commitment to achieving meaningful outcomes. Her global perspective has been shaped by experiences across Southwest Asia, the European Mediterranean, Africa, China and North America, where she has engaged with diverse cultures, markets and opportunities. These journeys have deeply influenced her leadership style, fostering a collaborative, inclusive and globally informed approach.

Married with two children and two granddaughters, Henderson balances professional excellence with a grounded personal life. She finds joy in restoring her 130-year-old home, uncovering exceptional Old World red wines, listening to podcasts and staying active. A proponent of holistic well-being, her nightly sauna ritual reflects her belief in the importance of renewal and balance.

### 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://www.redroof.com) or download Red Roof’s free app

for iOS and Android devices. To learn about franchising opportunities, visit [redrooffranchising.com](http://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.

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