



PRESS RELEASE – FOR IMMEDIATE RELEASE

**LISA JORDAN OF RED ROOF® NAMED A ‘TOP 25 EXTRAORDINARY MIND’
BY THE HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL**

Jordan will be honored at a special reception in New York in February

Columbus, OH – December 19, 2023 – The Hospitality Sales & Marketing Association International (HSMAI) has selected Lisa Jordan, Red Roof® Senior Director of Digital Marketing, as one of its *Top 25 Extraordinary Minds in Sales, Marketing, Revenue Optimization and Distribution for 2023*. This is the 21st year HSMAI has compiled the list, which recognizes exemplary achievement and leadership in the industry.

Jordan will join an exclusive list when she is formally honored by HSMAI at a special reception in New York in February.

“It is with great admiration that we celebrate HSMAI’s 2023 class of Top 25 honorees in hotel sales, marketing, revenue optimization and distribution,” said Robert A. Gilbert, CHME, CHBA, President and CEO of HSMAI. “Through their creativity, dedication, and impact, these remarkable professionals not only excel in their respective fields but have set benchmarks of excellence for the industry and inspire us all.”

The 2023 *Top 25* honorees were judged by a panel of senior industry executives for their recent work based on the following criteria: creativity and innovation, cutting-edge sales or marketing campaigns, triumph in challenging situations, and/or efforts that resulted in dramatic gains.

Jordan is a veteran of nearly 20 years in the hospitality industry. Before joining Red Roof, she was an executive leader with Hostelling International USA and a director with Sabre Hospitality Solutions. She is a graduate of The George Washington University (GWU) and earned a master’s degree in Tourism Administration from the GWU School of Business. Jordan is a resident of Hyattsville, Maryland.

“Lisa is a manifestation of everything we look for in a great thinker. She’s a powerful leader and a change-maker,” said Red Roof’s Chief Marketing Officer, Marina MacDonald. “She is endlessly creative and an inspiration to our team and to me.”

“It is an honor to be recognized by HSMAI and especially with such a distinguished group of my industry colleagues,” said Jordan. “I love this industry and I am grateful for this distinction.”

In addition to the *Top 25* reception, Jordan will be featured in an HSMAI special report, receive a personalized award, and will be recognized going forward as a *Top 25 Extraordinary Mind in Hospitality Sales, Marketing, Revenue Optimization and Distribution*.



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. With coast-to-coast locations, Red Roof, now in its 50th year, has over 60,000 rooms in nearly 700 properties in the U.S. and internationally in Brazil and Japan. Whether business or leisure, short trips or extended stays, in the hearts of cities or on the road, Red Roof has a property for every traveler, delivering the best experience and value in the lodging industry. Red Roof is pet-friendly, as one well-behaved pet is welcome per room nationwide at no additional cost*. Ranging from economy to midscale, the Red Roof portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, with enhanced amenities in clean, modern, comfortable rooms; HomeTowne Studios by Red Roof®, offering guests A Brand New Way to Extended Stay®; and The Red Collection®, a hyper-local soft brand in the Hearts of Cities You Love™. Red Roof offers franchisees [Genuine Relationships. Real Results.®](#) – a unique owner-operator experience establishing common ground with franchisees. Guests can go Beyond Free Nights® with the Red Roof industry-leading loyalty program, [RediRewards®](#). Hospitality goes beyond the hotel room through Red Roof's ESG program, Purpose with Heart— an umbrella for operating behaviors and policies, as well as Red Roof's existing legacy social responsibility program, [Room in Your Heart](#). For reservations, visit redroof.com, call 800.RED.ROOF, or download Red Roof's free app for iOS and Android devices.

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

**Pet accommodations policy may vary at some locations. To verify a hotel's pet policy, please review hotel information online at redroof.com or by contacting the hotel directly.*

About HSMIAI

The Hospitality Sales & Marketing Association International (HSMIAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Commercial Strategy Conference, Sales Leader Forum, and Adrian Awards. Founded in 1927, HSMIAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMIAI at www.hsmiai.org.

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