



Coral Hospitality Appoints Christopher Schaeffer as New President



Naples, Fla. – April 28, 2016 — Coral Hospitality (www.CoralHospitality.com) today announced the appointment of Christopher Schaeffer to president. Schaeffer previously served as CFO and SVP of Business Development for the full-service hospitality management and investment company. CEO and co-founder Lee Weeks will continue leading the company, with an enhanced focus on development and strategic initiatives. Coral also announced the addition of a new corporate controller and digital marketing coordinator, underscoring its commitment to providing exceptional services to their current and future clients.

“As we continue to expand our property portfolio and look for more investment opportunities, it was important for us to have the right team in place” said Weeks. “Christopher is a brilliant leader and strategist, passionate about our mission to deliver world-class service. He certainly has his finger on the pulse of what it will take to continue building both Coral Hospitality’s and our properties business in the future.”

Schaeffer joined Coral Hospitality in 1999. In his previous role, he was responsible for developing strategic plans, financial solutions and providing sound advice to the company’s management team, as well as implementing operating and financial structures to maximize Coral’s investments. He began

his hospitality career in financial and operational roles with four and five-star properties. He eventually moved into an executive finance position, operating and overseeing seven properties in the United States and Caribbean. In his expanded role, Schaeffer will be responsible for ensuring our strategic development and maintain a leadership position in the reorganization and repositioning our properties for growth.

“I am honored to continue leading Coral Hospitality and our properties into the next phase of development,” said Schaeffer, “I am looking forward to working with our executive team and exceptional property teams in executing our dynamic strategy that positions us for future success”.

For additional information, call 239-449-1800 or visit www.CoralHospitality.com.

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