

The Plasencia Group Announces the Addition of Nick Plasencia, Vice President

Tampa, Fla. (March 5, 2014) – Nicholas Plasencia has joined The Plasencia Group as a Vice President in the company’s Tampa office. One of Nick’s main areas of focus will be working with independent hotel owners across the United States, Canada and the Caribbean, specializing in full-service, boutique and resort properties. Prior to joining the firm, Mr. Plasencia worked at Raymond James & Associates, a publicly-traded financial services firm. While at Raymond James, Mr. Plasencia was a member of the organization’s Real Estate Investment Banking group, specializing in mergers and acquisitions, public offerings and private placements. He has worked on a wide range of engagements with publicly-traded and private real estate companies based in the United States and abroad.

Lou Plasencia, Chairman and CEO, commented, “Nick has already had a very positive impact on the firm in his short time here. In addition to his breadth of experience in working with public companies, he adds an intense level of passion and commitment. We have every confidence that Nick will make many significant contributions to the company and to the success of our clients and partners.”

In his position within the Raymond James Investment Banking group, Mr. Plasencia was integrally involved with several capital raising assignments in the lodging sector, preferred and common stock offerings, company valuations and merger analyses. Mr. Plasencia’s experience in the lodging sector also includes operations positions at multiple hotels with Marriott International and Quorum Hotels & Resorts.



Nick Plasencia, Vice President

“Joining the family business has truly been one of the greatest pleasures of my life,” said Nick. “I am thrilled to have the opportunity to become part of the excellent tradition of hard work and high character which has been a hallmark of the firm for decades.”

Mr. Plasencia is a graduate of Harvard University where he received a B.A. in Economics. He and his wife reside in Tampa, Florida.

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The Plasencia Group is a multi-faceted, full-service hotel investment and consulting firm with three corporate divisions: Transaction Services, Capital Markets, and Consulting & Advisory Services, serving clients through its U.S. regional offices. For more information, please visit www.tpghotels.com.