

FOR IMMEDIATE RELEASE
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The Plasencia Group Names New Managing Director

Tampa, Fla. (June 7, 2022) – The Plasencia Group, a leading, privately-owned lodging investment advisory firm, is pleased to announce a promotion in its Southwest Region. John Plasencia has been named Managing Director, specializing in single-asset and portfolio transactions for full-service, premium select-service, boutique and resort properties across all regions of the United States. John has advised a wide range of clients, ranging from privately held owner-operators and high-net-worth individuals, to management companies, private equity funds, and REITs. Before joining The Plasencia Group in 2014 as a Senior Financial Analyst, John worked in development and acquisitions roles at Interstate Hotels & Resorts.



John Plasencia
Managing Director

Prior to moving to The Plasencia Group's Dallas office in 2018, John worked at the firm's Washington, D.C., and Charlotte, North Carolina offices. John has served on the Investment Advisory team at The Plasencia Group on behalf of dozens of clients, successfully completing multiple engagements.

“John has been a great example of the professionalism, integrity, and commitment our team espouses across the entire firm,” said The Plasencia Group's Chief Executive Officer, Lou Plasencia. “His can-do approach, affable manner, and steadfast commitment to our clients' best interests will only continue to serve them and our company well.”

The Plasencia Group's team is based in offices across the country including Tampa; Miami; Washington, D.C.; Boston; Cleveland; Dallas, and Houston.

About The Plasencia Group

The Plasencia Group is a full-service lodging investment advisory firm offering transaction services, capital markets, asset management, and development management consulting services to hotel and resort owners throughout North America. The firm has completed some of the most notable transactions across North America since it was founded in 1993. For more information, visit www.tpghotels.com.

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