

**FOR IMMEDIATE RELEASE**

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**The Plasencia Group Expands Its Hospitality Investment Team**

**Tampa, Florida** – The Plasencia Group, a leading, privately-owned lodging investment advisory firm, has named Matthew Sinclair as its Vice President of Marketing. Mr. Sinclair had previously served as Vice President of Design at the firm. His responsibilities include developing strategy in all areas of the company’s internal and external marketing activities as well as expanding The Plasencia Group’s brand throughout the hotel industry and the broader commercial real estate investment arena.

Mr. Sinclair arrived at The Plasencia Group in mid-2019, after having founded his own graphic design firm and working as a consultant alongside many of the Company’s associates for nearly a decade. During that time, he became intimately familiar with the firm’s culture, services and clientele, leading him to a full-time position with the firm.

Lou Plasencia, CEO of The Plasencia Group, commented, “We’re thrilled that Matt has accepted this key role within our firm. He is the consummate professional and he has always sought excellence in the materials and services this company delivers. Matt has the genuine respect and admiration of everyone in the firm. More importantly, he has a clear vision for our brand and our messaging, and he knows how to deliver it.”



**Matthew Sinclair**  
*Vice President of Marketing*

“I count it a real blessing to work with the caliber of individuals we have here at The Plasencia Group. For a boutique firm such as ours, to be able to successfully handle the volume of deals we manage, at the pace we do, and at such a high degree of service and skill, speaks volumes about the way we go about our work on every facet of the process. I look forward to stepping into this new capacity with the firm and working to help the team be even more successful for our clients.” said Mr. Sinclair.

A native of St. Petersburg, Florida, Matt earned a degree in Visual Communications from Judson University outside Chicago. A die-hard Chicago Cubs fan since his youth, he looks forward to annual summer trips to the Midwest with his wife and two teen sons. Matt is a photographer, and enjoys old films, old books, and old music.

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***The Plasencia Group is a full-service lodging investment advisory firm offering transaction services, capital markets, owner representation and development management consulting services to its clients throughout North America. The firm has completed hundreds of engagements since it was founded in 1993 by Chief Executive Officer Lou Plasencia. For more information, please visit [www.tpghotels.com](http://www.tpghotels.com).***