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**Jennifer Connell Joins The Plasencia Group as Senior Vice President – Strategic Advisory**

*The former Marriott senior executive will lead strategic consulting efforts for the firm, focusing on hotel branding, development, and asset management*

**Tampa, Florida** – The Plasencia Group, a national hospitality real estate advisory firm, is pleased to announce that Jennifer Connell has joined the firm as Senior Vice President – Strategic Advisory, based in the Washington, D.C., area. In this role, Connell will lead strategic consulting engagements across branding, development planning, repositioning, and asset management. Connell brings nearly three decades of hospitality industry experience, including a successful tenure at Marriott International, where she held senior leadership roles across several disciplines.

Most recently, Connell served as Global Brand Leader and Managing Vice President for Marriott's Premium Lifestyle Segment, where she led brand strategy for Autograph Collection, Westin, Tribute Portfolio, Le Méridien, and Renaissance Hotels. She was instrumental in shaping and scaling these iconic, distinctive brands—driving stronger positioning, enhancing guest experience, and spearheading strategic growth initiatives across global markets. She also oversaw the launch of the groundbreaking Apartments by Marriott Bonvoy, the first apartment-hotel concept from a major hotel brand. Previously, Connell held leadership roles in asset management, development planning, and sales & marketing—giving her a uniquely comprehensive view of the hospitality lifecycle.



**Jennifer Connell**

*Senior Vice President – Strategic Advisory*

"Jenn is a highly experienced, innovative, and astute professional with a wide range of global experiences and connections in the hospitality industry. She will be a crucial asset to our firm and, most importantly, to our clients who are evaluating strategic options with their hotel holdings. We are honored to welcome an individual with Jenn's intelligence and relationships to our team," said Lou Plasencia, CEO of The Plasencia Group.

"I've long admired The Plasencia Group for its people-first mindset and the meaningful value it brings to clients through strategic industry knowledge and trusted relationships. I'm honored to join a firm that sees partnership not as a transaction, but as a shared journey to drive lasting value. I'm excited to contribute my experience to help clients shape and strengthen their hospitality investments," Connell said.

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***The Plasencia Group is a full-service lodging investment advisory firm offering transaction advisory, capital markets, strategic consulting, owner representation, and development management services to its clients. The firm has advised investors on some of the most recognized hotel and resort transactions in North America since it was founded in 1993 by Chief Executive Officer Lou Plasencia. For more information, please visit [www.tpghotels.com](http://www.tpghotels.com).***