



Peachtree Promotes Joe Palmer to Vice President, Risk Management

ATLANTA (May 31, 2022) – Peachtree Hospitality Management ("PHM") announced that the director of people and culture, Joe Palmer, has been promoted to vice president, risk management. In this newly created role, he will take responsibility for providing the strategic vision for the company's insurance, safety and risk controls. He will also coordinate with other organizational functions to enhance the risk management culture. Palmer will report to Patrick Short, PHM's president.

"His leadership and vision will be essential in developing and delivering our risk management programs and further reinforces our commitment to our team members and guests who entrust their health and safety with us," Short said.

A graduate of the University of South Florida, Palmer has spent twenty years in human resources for the hospitality industry. He held leadership positions with Hilton Clearwater Beach Resort, South Seas Island Resort and the Inns of Sanibel, and Streamsong Resort. Before joining PHM in 2019, Palmer provided corporate support for a portfolio of 77 full-service and select-service properties.

About Peachtree Hospitality Management

Peachtree Hospitality Management, a division of Peachtree Hotel Group, is a hotel management company that creates loyalty across all stakeholders – team members, guests and owners. PHM's proprietary systems and processes maximize financial performance and value of every asset, deliver efficiencies and enable hotel teams to provide guests with an uncommon customer experience. PHM manages the performance of 85 hotels, across 23 brands with 10,329 rooms located in 18 states. For more information, visit www.peachtreehotelgroup.com and follow them on [LinkedIn](#).

Contact:

Charles Talbert
Corporate Communications Director
678-823-7683
ctalbert@peachtreehotelgroup.com