



Peachtree Welcomes New Vice President of People and Culture

ATLANTA (Oct. 5, 2022) – Peachtree Group ("Peachtree") announced the appointment of Natalie Robinson as vice president of people and culture. She will report to Vivian Clarke, Peachtree's senior vice president of people and culture.

Robinson joins Peachtree with over a decade of employee relations and engagement and performance management experience. Her responsibilities will include leading all aspects of Peachtree's people-first culture by ensuring talent recruitment, development and retention; and advancing the organization's inclusion and diversity efforts. She will also find new ways to enhance the overall team member experience.

"It's an exciting time at Peachtree as our organization expands and evolves," Clarke said. "Natalie's strong leadership skills will advance our culture, drive our growth and talent strategy, and strengthen our reputation as an employer of choice. We are proud of Peachtree's high team member engagement, and the company culture built and recognize the opportunity to improve our people processes and discipline as we further scale the business."

Before joining Peachtree, Robinson was the human resource director of OS National, directing strategic human resources management and guiding all levels of the organization regarding effective people management, employee life cycle matters and compensation principles. She started her career at a prestigious law firm in Atlanta, developing policies and procedures for the accounting and billing departments. She later moved to another law firm serving as its human resources director, responsible for creating and developing all human resources systems, policies, and practices.

Robinson earned her bachelor's degree in sociology and criminal justice from the University of Georgia.

About Peachtree Group

Peachtree is a private equity investment, asset and fund management firm focusing on opportunistically deploying capital across its distinct operating and real estate divisions, including hospitality, commercial real estate lending, residential development, capital markets and media. Since its founding in 2008, the company has completed hundreds of real estate investments valued at more than \$7.8 billion in total market capitalization and currently has \$1.9 billion in equity under management. For more information, visit www.peachtreegroup.com.

Contact:

Charles Talbert
678-823-7683

ctalbert@peachtreehotelgroup.com