

# Denihan

DENIHAN HOSPITALITY GROUP: THE ART OF HOSPITALITY

## Executive Bios

### **Brooke Barrett**

Co-Chief Executive Officer

Brooke Barrett, Co-CEO, guides the vision and direction for Denihan's entire portfolio of hotels, built upon the foundation of her family's successful half-century in the hospitality industry. A strategic "brand steward" with a keen eye for day-to-day detail, Brooke oversees all facets of hotel operations, maintaining a strong involvement in the individual performance of each property in the Denihan portfolio. Brooke's thought leadership is tapped regularly by the media, offering opinions, forecasts and trend analysis for Lodging, Hotels, NY Real Estate Journal and other leading media outlets. She also is a sought-after speaker and panelist at high-profile hospitality conferences, including the International Hotel/Motel & Restaurant Show, America's Lodging Investment Summit (ALIS), and the NYU International Hospitality Industry Investment Conference. She currently serves on the board of directors for the New York Hotel Association, and is a member of the Women Presidents' Organization and the Women's Forum for the Economy and Society.

### **Benjamin (Patrick) Denihan, Jr.**

Co-Chief Executive Officer

With decades of hands-on experience in this successful family business, Patrick directs all aspects of Denihan's investment, finance and growth strategies, managing the overall vision and mission for the company and leading the firm through several recapitalizations and the profitable conversion of assets. Patrick has been on the advisory board for the Cornell University Center for Hospitality Research since 2007 and is a former member of the board of directors of the Hotel Association of New York City, Inc. He currently serves on the boards of St. David's School and the Benedictine School for Exceptional Children, where he also chairs the board of trustees for the Benedictine Foundation. In addition, Patrick services as an advisory board member of the Convent of the Sacred Heart School in New York.

### **David Duncan**

President

Denihan President David Duncan is responsible for all functions of the business, including executing the company's aggressive growth plans and driving excellence in hotel performance. Since 2003, David has led all financial and investment matters for the company, spearheading the 2011 joint venture with Pebblebrook Hotel Trust as an equity partner in six of Denihan's core assets in Manhattan and leading the \$500 million recapitalization in 2006. Before joining Denihan, David was managing director at the Guggenheim Group, the investment banking and wealth management firm, CFO at Winstar Communications and GE Capital's Real Estate Capital Markets Group, where he oversaw the operations of a business unit with \$100 million in net income and headed a \$2 billion real estate portfolio. Throughout his career, David has handled numerous billion-dollar transactions including restructurings, acquisitions, dispositions and venture formations in the US, Europe and Asia. He is a member of the Urban Land Institute and active member of various philanthropic organizations.

### **John Moser**

Chief Brand and Marketing Officer

John Moser, Chief Brand & Marketing Officer, orchestrates Denihan's integrated marketing efforts for all of its brands. In his 25+ years with Denihan Hospitality Group, John has led the company through major brand launches, dramatic rebrandings, and the development of best-in-class web tools. Prior to this

position as CBMO, John was GM on the opening team at The Benjamin, Denihan's first luxury hotel. He was named Marketing Executive of the Year for 2008 by the Greater NY Chapter of HSMIAI, and one of the Top 25 Extraordinary Minds in Marketing by the National Chapter of HSMIAI. He's currently an HSMIAI Americas board member.

**Danette Opaczewski**

Executive Vice President, Operations

Danette Opaczewski is a skilled hotel operations strategist with a proven track record of driving revenues and delivering healthy profit margins. She brings deep cross-functional experience to her role, having held senior-level positions in hotel and restaurant acquisition, operations, accounting and finance for a variety of hotel groups and individual properties, including James Hotels, Morgans Hotel Group, Ian Schrager Hotels, The Royalton, Morgans, The Cornell Club (New York) and Doral Hotels—all firms with entrepreneurial cultures and cutting-edge approaches to design and service. Prior to joining Denihan in 2008 as SVP of Asset Management, Danette was CFO at The James from 2005-2008, where she executed its brand-building strategy, ultimately closing several strategic transactions. Since graduating cum laude from State University of New York, College at Cortland in 1987, Danette has amassed more than 20 years of experience in both hospitality and finance.

**Ellen Brown**

Executive Vice President, Acquisitions & Development

Ellen Brown, Executive Vice President of Acquisitions & Development, oversees all management contracts, development, acquisition, and retail leasing for Denihan, and led the company's 2006 half-billion recapitalization. In her decade with the company, she has negotiated numerous high-profile, profitable transactions, such as Denihan's acquisition of The James hotel brand in 2008. Prior to Denihan, Ellen directed more than \$3 billion in hotel acquisitions as manager of Coopers & Lybrand National Hospitality's NYC Group. Earlier tenures include positions with Landauer Real Estate Counselor's Hospitality Practice, and Laventhol & Horwarth's Hospitality Management Advisory Services Group.

**Greg Smith**

Executive Vice President, Human Resources

Greg Smith, Executive Vice President of Human Resources, oversees HR, training, and recruitment for Denihan and all of its hotel brands. Greg works closely with the development team, providing the expertise and strategic planning for the human component of all management contracts, mergers, and acquisitions. Prior to joining Denihan, Greg was SVP of HR for Kimpton Hotels & Restaurants, and earlier tenures include experience at Interstate Hotels & Resorts, Choice Hotels International, and Promus Hotels. Before joining the hospitality industry, Greg handled HR at companies such as MCI/Telecom USA and the Navy Federal Credit Union.

**Sims Foster**

Vice President, Restaurants & Bars

Sims Foster is a respected restaurateur and consultant who joined Denihan in 2010 to lead the company's restaurant strategy. With revenue from its collection of restaurants soaring—food & beverage operations at the Denihan hotel portfolio is forecast to reach \$100 million in 2012—this aspect of the business has become increasingly significant, both for Denihan and for the owners of the properties under Denihan management. Sims, who was a professional jazz musician in his 20s, is now known for orchestrating the launch of innovative restaurants and bars that resonate with the consumer while reflecting the personality and setting of the hotels they anchor. But his true virtuosity is reflected in his ability to form highly profitable partnerships with some of the food world's most in-demand celebrity chefs.

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