

# PREMIER HIRES PAUL MORRELL AS CHIEF OPERATING OFFICER

*Firm Continues to Grow with Key New Addition, Morrell to Head Corporate Operations*

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Architecture, interior design, procurement, capital management, and project management firm Premier continues its expansion with the hiring of [Paul Morrell](#) as Chief Operating Officer. As an established operations executive with over 20 years' experience managing multi-disciplinary business teams globally, Morrell will be integral to Premier's growth as a leading customer-focused organization servicing industries including hospitality, multifamily, and student housing.

"Bringing on Paul Morrell to the Premier team showcases our commitment to creating an internal team with people who have tremendous leadership and execution experience that complement our client and colleague-focused core values," said Hector Sanchez, Premier's Chief Executive Officer. "Morrell knows operations and management inside and out and has the skillset and experience to successfully lead team members across all sectors."

The interior design, architecture, procurement, project management, engineering, and contract teams will report directly to Morrell in this new role. He will oversee overall corporate operations for Premier, develop and manage business plans, and ensure collaboration between the operations and business development teams. Morell will also be responsible for facilitating effective recruiting, onboarding, professional development, and performance management.

"I am excited to be joining the Premier team," says Morrell. "My goal is to help implement the best strategies and tactfully take steps toward becoming an exemplary organization that stimulates and excites our team member, while we design and create innovative and amazing spaces for our clients."

Before joining Premier, Morrell held executive leadership positions overseeing operations, supply chain, human resources, IT, capital management, and real estate divisions. Under his leadership, he also managed global operations for a \$1 billion annual revenue service company with over 7,000 employees.

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## About Premier

Dallas-based Premier is a full-service firm with over 25 years of expertise across architecture, interior design, procurement, project management, construction development and contract administration. With all services yielded under one roof, Premier's team is in constant pursuit of finding innovative solutions to the hospitality, multifamily and student housing industry's increasingly complex problems; from straightforward soft goods refreshes to transformative custom designs for renovations, redevelopments and new developments, their team of professionals is dedicated to excellence across a multitude of market sectors. From concept to completion, Premier provides consultative services that are unmatched, bringing their clients' vision for the built environment to life. For more information, please visit [www.premierpm.com](http://www.premierpm.com).

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These forward-looking statements are subject to known and unknown risks and uncertainties, which could cause actual results to differ materially from those anticipated, including, without limitation: the impact of the ongoing COVID-19 pandemic, including the resurgence of cases relating to the spread of the Delta, Omicron or other potential variants, that could cause state and local governments to reinstate travel restrictions and the rate of adoption and efficacy of vaccines to prevent COVID-19, on our business, financial condition, liquidity and results of operations; our ability to continue as a going concern; our understanding of our competition; market trends; projected capital expenditures; the impact of technology on our operations and business; general volatility of the capital markets; availability, terms and deployment of capital; availability of qualified personnel; changes in our industry and the markets in which we operate, interest rates or the general economy; and the degree and nature of our competition. These and other risk factors are more fully discussed in Ashford Inc.'s filings with the Securities and Exchange Commission.

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