

# GF Hotels & Resorts Appoints Warren Aston as Senior Vice President, Business Development

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/EINPresswire.com/ -- GF Hotels & Resorts, an established leader within the hospitality ownership, management, and advisory industry, is proud to announce the appointment of Warren Aston as Senior Vice President, Business Development. This strategic addition to the leadership team is a part of GF's commitment to growth and excellence in the upcoming year.

In his new role, Aston will drive business development initiatives, evolve relationships with current and past clients, and expand the overall awareness of GF Hotels & Resorts' unique capabilities and expertise in the hotel industry. He has established himself as a leader in the field, demonstrating a proven track record of over 13 years of success and modernization throughout his career.



Warren brings a wealth of hospitality development experience to GF Hotels & Resorts. He graduated from UCLA with a bachelor's degree in business and finance. Originally from Toronto, Canada, Warren now resides in San Diego, California, with his wife and three children.

As an industry leader in the third-party hotel management sector, we continue to expand our team while we grow this division and our portfolio of hotels. We are excited about Warren joining our efforts and leading further development of our impact on this market segment. – John Rubino, President and COO, Managed Division

Warren's appointment aligns seamlessly with GF Hotels & Resorts' vision for the future, reinforcing its commitment to excellence, innovation, and client satisfaction. His leadership will be instrumental in identifying new business opportunities, cultivating relationships, and driving strategic initiatives that enhance the company's market presence.

As the nation embarks on a new year, GF Hotels & Resorts remains dedicated to building a dynamic team and fortifying its position as a leader in the hospitality industry. Aston's expertise and leadership will undoubtedly contribute to the continued success and growth of the company.

## ABOUT GF HOTELS & RESORTS

GF Hotels & Resorts, through its operating affiliates, is an award-winning, full-service hospitality ownership, management, and advisory company founded in 1988 and based in Center City, Philadelphia.

With over 170 hospitality assets under management, including hotels, resorts, conference centers, and golf courses, historically operating in 46 states, GF Hotels & Resorts specializes in third-party management, loan workout strategies, receiverships, asset management, and advisory services for a variety of individual, private, institutional, and financial clients. Many of GF's core hospitality assets within the portfolio are owned by its principals and provide the strength and balance of ownership and management.

GF believes in the entrepreneurial spirit with a promise of integrity and an overall passion for hospitality. Throughout its 35 years in business, GF has delivered superior results through positive operating and financial performance, implemented impactful capital strategies, dedicated itself to excellence in guest services, and focused on an unwavering commitment to cultivating longstanding relationships. Due to its proven successes, having recently won awards from Hotel Business Magazine, Hotel Management, and Lodging Magazine, GF is known nationally as a distinguished leader throughout the hospitality industry.

Please visit us at [www.gfhotels.com](http://www.gfhotels.com) or connect with us on LinkedIn.

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