



## **Sensenbrenner Hired as Senior Vice President of Design + Development Services for CoralTree Hospitality**

**DENVER – October 14, 2019** – Tom Luersen, president of [CoralTree Hospitality Group](#), today announced that Shirli Sensenbrenner has been hired as the senior vice president of design and development services for the company. With more than 30 years of experience in both high-end interior architectural design, project management, as well as hotel design and development, Sensenbrenner brings a wealth of experience to the CoralTree leadership team.

“Sensenbrenner has been a driving force behind many of our past projects and we are thrilled to have brought her on as a permanent part of our team as we continue to build CoralTree,” added Luersen. “We have several exciting projects on the horizon and we look forward to the creativity and thoughtful approach she will bring to each of our hotels and resorts.”

Sensenbrenner works with owners and property teams on hotel planning and development. She also plays a key role in business development where she creates programs, visions and budgets for potential acquisitions and then advises on implementation of the chosen strategy, direction and repositioning.

She joins the CoralTree team after two decades of leading the Destination Hotels/Two Roads Hospitality design and development services where she led her team’s efforts in project management, design and graphics advisor, capital expenditure planning, technical services, CHG design guidelines, creating and overseeing hotel visions and re-positionings. Working on a wide range of project types from small hotel renovations to a hotel repositioning to ground up hotels, Sensenbrenner has touched all hospitality project types including hotel, spas, clubhouses, restaurants and event spaces.

Sensenbrenner received her Bachelor of Science in Design from the University of Cincinnati and spent time pursuing her passion for history at the University of Texas’ Architectural History & Theory program.

She enlivens CoralTree’s commitment to community with several outside interests where she lends her professional expertise and volunteer time. She is on the Advisory Board for Cross Campus, California’s top co-working office spaces located in Los Angeles, Pasadena, Santa Monica and South Bay. She is a member of the Thomas Jefferson High School PTO where she is a board member at large. Sensenbrenner also is very involved in her church, Montview Presbyterian Church, where she is an elder and teaches Sunday school.

Launched in December 2018, CoralTree Hospitality Group is a wholly-owned subsidiary of Los Angeles based Lowe, a real estate investment, management and development firm. With 3,200 employees, Colorado-based CoralTree delivers distinctive, memorable experiences that celebrate the surroundings, culture and community of each property. The 11 hotels and resorts currently managed by CoralTree Hospitality Group include independent, branded and soft-branded properties such as Terranea Resort on the Southern California coast, the El San Juan Resort in Puerto Rico, Vivo Resorts in Mexico, Hotel Lincoln in Chicago and Hotel Vitale in San Francisco with properties in Steamboat Springs and Golden, Colo. opening soon. CoralTree also provides asset management services to three resorts. For more information on CoralTree, visit [www.CoralTreeHospitality.com](http://www.CoralTreeHospitality.com).

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*For high resolution, downloadable images of properties in the CoralTree collection, please visit <https://coraltree.intelligencebank.com>*