



The Trade Milwaukee, An Autograph Collection Hotel Coming to Deer District, Welcomes New Team Members

Highly-anticipated hotel continues to build team ahead of 2023 opening

MILWAUKEE, Wis. (October 2022) — The Trade Milwaukee, a premiere hotel under construction in Deer District, continues to build its staff with new hires joining the sales team in preparation of its expected Spring 2023 opening.

Rich Lundt, General Manager for The Trade Milwaukee, is excited to welcome Samantha Sullivan to the team as Director of Sales. An alumna of Iowa State University, Sullivan jumped into the hospitality industry as part of Marriott's Voyage Global Leadership Development program before holding various positions with Marriott International in the Dallas-Fort Worth area, San Antonio and Portland.

In 2019, Sullivan moved to Milwaukee to be closer to family and held a position where she worked with East Coast Association Companies for the Marcus Hotel & Resorts Area Sales Team, selling luxury and convention hotels in Milwaukee, WI.



Samantha Sullivan, Director of Sales

“My passion for hospitality lies in the memories that each and every person develops by walking into the hotels I work for and serve,” Sullivan said. “Every impact our customers receive will inevitably change their experience at our hotel, so as the Director of Sales for The Trade Milwaukee, I’m eager to make everyone’s time at our hotel — whether they stop by for a signature cocktail during happy hour before heading to Deer District, or choose to host their event in our indoor and outdoor meeting spaces — the best it can be.”

Working in conjunction with Sullivan, Emily Rauber joins the team as a Senior Sales Manager. In her role with The Trade Milwaukee, Rauber will be responsible for fostering customer relationships, generating business and managing key accounts.

Rauber brings with her more than 16 years of extensive experience in the hospitality industry. With a career start at the Hilton Cocoa Beach Oceanfront Hotel, a move back to Wisconsin brought her to The Madison Concourse Hotel & Governor's Club for a twelve-year tenure. Most recently, she served as the Director of Sales for The Brewhouse Inn & Suites in Milwaukee.



Emily Rauber, Senior Sales Manager

“As a Wisconsin native, and an avid fan of the Milwaukee Bucks and Marquette Golden Eagles, I couldn't be more excited to bring my knowledge and expertise to The Trade Milwaukee's on-site team,” said Rauber. “I'm eager to work alongside the Director of Sales and achieve the hotel's goals while we build key relationships within the community.”

The Trade Hotel, slated to open in early 2023, will boast 207 luxury guest rooms and suites, featuring California King beds, heightened ceilings and state-of-the-art finishing. A destination rooftop restaurant and lounge will offer breathtaking views of the city, while the ground-floor signature restaurant will honor Milwaukee's rich history and local fare through an innovative yet approachable culinary experience. The

Trade Hotel will also feature more than 9,000 square feet of indoor and outdoor gathering space, as well as meeting packages that can accommodate up to 300 guests.

“When I was named as the general manager of The Trade Milwaukee, I was keen to build a team of people who are ready to bring this hotel to life pre-opening,” said Rich Lundt, General Manager. “Samantha and Emily will help us achieve our goal of being the best hotel in Milwaukee, in the state of Wisconsin and beyond.”

“Samantha and Emily’s shared dedication and commitment to excellence will be a perfect complement to NCG’s mission and core values of delivering meaningful experiences,” said Jeff Lenz, President and Chief Asset Officer of NCG Hospitality. “We are thrilled to have them on board the on-site team as we all look forward to the highly-anticipated Spring 2023 opening of The Trade Hotel, one of NCG Hospitality’s premiere properties.”

To learn more about The Trade, visit thetradehotel.com.

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About The Trade Milwaukee

Inspired by the city’s pioneering past and a local culture that is forever moving forward, The Trade an Autograph Collection Hotel pays homage to the hardworking history and modern spirit of today’s Milwaukee. As the official hotel of Deer District, it is located in the bustling heart of downtown, adjacent to Fiserv Forum. Situated court-side in Cream City’s dynamic hub of sports, culture, and entertainment, the hotel offers 207 luxurious rooms and suites plus destination dining with a rooftop restaurant and lounge boasting stunning city views. Highlights include a 2-story VIP suite with private access and over 9,000 square feet of sophisticated indoor/outdoor meeting and event spaces for groups up to 300. Merging modern convenience with timeless luxe, it is an experience unlike anything else in the city. The Trade. Where craft meets commerce.

About Autograph Collection Hotels

A member of Marriott’s industry-leading portfolio, the Autograph Collection debuted in 2010 and includes nearly 200 independently branded hotels and resorts that reflect the distinct attributes of their market. Each is unique in terms of product offering and target customers. The Autograph Collection is a remarkable group of upper upscale and luxury independent hotels with iconic properties located in gateway and emerging cities in preferred destinations around the world. Each is exceptional, one-of-a-kind and has its own distinct perspective. The result is an array of properties that is nothing less than unique and nothing short of collectively exceptional. Autograph Hotels are proud to participate in the industry’s award-winning loyalty program, Marriott Bonvoy®. To learn more about Autograph Collection Hotels, visit <https://autograph-hotels.marriott.com/>. Follow Autograph on Instagram. Watch Autograph on YouTube. Engage #ExactlyLikeNothingElse.

About NCG Hospitality

NCG Hospitality is a leader in the ownership, development, and operation of premier hospitality properties. Established in 1981 by Founder and Chairman David Lenz, NCG Hospitality is a family-owned business with over 40 years of experience in the hospitality industry. We own and operate more than 25 properties across multiple states and national brands. We leverage our unparalleled expertise to provide hotel management services, hotel development expertise, and real estate-focused services to property owners and investors throughout the U.S. ncghotels.com.

Contact:

Jake Leskovar

jleskovar@evokebrands.com

(608) 556-7470