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## **WaterWalk Expands Leadership Team, Appoints New Board Directors**

*Flexible lodging brand gains three industry veterans*

**Wichita, Kan. (March 2, 2022)**—WaterWalk, a flexible hospitality brand headquartered in Wichita, Kan., appointed three new industry veterans to its Board of Directors: Lili Tomovich, David Grissen and Jim Anhut.

WaterWalk has created a new and innovative flexible lodging segment within the hospitality industry. This concept provides purpose-built properties designed to offer customized guest experiences with spacious and thoughtfully curated suites. The product caters to emerging consumer behaviors and evolving market trends such as the work-from-anywhere proposition, the blend of leisure and business travel and corporate relocations. WaterWalk is in a prime position to capture the recent surging interest in the extended stay segment, driven by evolving travel trends and a compelling investment proposition.

The brand currently has nine open properties across eight different markets including Charlotte, Dallas, Denver, Kansas City, Minneapolis, Raleigh, San Antonio and Wichita. WaterWalk currently has four projects under construction in Boise, Jacksonville, Phoenix and Tucson with over 25 corporate projects in the development pipeline within strategically identified, growth-centric markets nationwide.

### **Lili Tomovich**

Lili Tomovich is an accomplished and transformational marketing leader known for building industry-leading brands in the hospitality, entertainment, financial services and retail industries. Her focus on customer experience, digital innovation and demand generation spans businesses ranging from start-up to Fortune 200. Tomovich currently serves as the chief marketing officer of Barclays U.S. Consumer Bank, where she focuses on transforming products, capabilities and experiences to meet the ever-changing needs of partners and customers alike. Before her time at Barclays, she was the chief marketing and experience officer at MGM Resorts International, a \$13 billion global hospitality and entertainment company. She also has experience serving as senior vice president of consumer marketing for MasterCard in New York, including senior roles at LoyaltyOne and Rogers, Canada's largest mobile carrier. Tomovich is a member of the Board of Directors for Dine Brands Global—IHOP and Applebee's—and a past board member of Basketball Canada and the Canadian Breast Cancer Foundation.

### **David Grissen**

David Grissen is an accomplished hospitality veteran who previously acted as group president for Marriott International, Inc. until his retirement in April 2021. He oversaw the

financial management and leadership of all the Americas Lodging operations, comprising more than 5,500 hotels and a workforce of 160,000 associates. This included responsibilities for owner and franchisee relations, sales and marketing, revenue management, human resources, engineering and more. In addition to the Americas, he oversaw Marriott's Global Operations, Ritz Carlton and Edition. Grissen currently serves on the board for Regis Corporation, the most prominent hair salon chain globally, Greenwood Racing, a casino and online betting thoroughbred racing company based in Pennsylvania and Chatham Lodging Trust.

### **Jim Anhut**

Jim Anhut brings extensive extended-stay experience to WaterWalk's Board of Directors, most recently serving as director of the hospitality business real estate minor at Michigan State University. Throughout his 35-year career, Anhut has held numerous executive leadership positions and diverse operating roles. He's led teams across some of the world's prominent hospitality and restaurant companies, including Choice Hotels International, InterContinental Hotels Group (IHG) and Dine Brands Global. Anhut was a member of the Summerfield Suites founding team after its founder, Jack DeBoer, sold the Residence Inn to Marriott in 1987. He piloted the Staybridge Suites launch for IHG and the MainStay Suites launch for Choice Hotels, both of which included the ground-up development, brand positioning and strategy of 19 and 25 company hotels, respectively. Anhut served in leadership roles at the helm of concept development and growth for current IHG brands Hotel Indigo and EVEN Hotels. Additionally, Anhut is a partner and investor with Passionality Group, an investment firm focused on accelerating the growth of early-stage hospitality concepts. He is a board member for Ceterus, Inc., a SaaS-enabled accounting and financial reporting services company that supports small business enterprises, accounting firms and franchisees.

For more information, visit [waterwalk.com/franchise](https://waterwalk.com/franchise) and follow them on [LinkedIn](#).

### **About WaterWalk:**

WaterWalk offers a liberated hospitality experience with the nation's most innovative flexible lodging brand. The company was envisioned by industry leader Jack DeBoer and built on the executive team's extensive background in developing hundreds of hotels over multiple decades. WaterWalk is unique in that it offers customized guest lodging in extended-stay suites. Guests have the option to select a STAY or LIVE experience. STAY units feature stylish, comfortable furnishings perfectly suited to every space. LIVE units provide the space for guests to customize their suite's furnishings, preferable for longer-term stays. The WaterWalk team has a rich history developing hotel brands, including Residence Inn, Summerfield Suites, Candlewood Suites and WoodSpring Suites. With more than 250 years of collective experience, the team has developed, owned and managed a total of 464 hotel properties across four brands, which have all been successfully launched, sold and ultimately expanded to 1,375 total properties.