

R. Mark Woodworth

Mr. Woodworth is the President of PKF Hospitality Research as well as an Executive Vice President of PKF Consulting. Mr. Woodworth has over 25 years of hospitality industry experience. Mr. Woodworth, who is responsible for the firm's hospitality consulting in the south as well a member of the firm's Executive Committee, is based in the Atlanta office.

Before joining PKF Consulting, Mr. Woodworth was a Partner and Chairman of the Hospitality Industry Consulting practice for Coopers & Lybrand L.L.P., and specialized in the lodging industry. Mr. Woodworth has managed and conducted consulting assignments, involving both the public and private sectors, throughout the U.S. He has been qualified as an expert and has testified in litigation and/or bankruptcy matters in New York, Georgia, Kentucky, Alabama, South Carolina and Texas regarding hospitality properties.

Mr. Woodworth has been quoted on hospitality issues in such noted publications as The Wall Street Journal, The New York Times, The Los Angeles Times, The Washington Post, Barron's, USA Today, The Financial Times, and various industry publications. He recently completed two terms on the Cornell University Council, an advisory group appointed by the University Board of Trustees. He also recently completed a three year term on the Board of Advisors for the Center for Hospitality Research at Cornell University, and currently serves on the Finance and Buildings Committee of the United Way of Metropolitan Atlanta, the Board of Directors of the Atlanta Convention & Visitors Bureau, and the Board of Industry Advisors at both Georgia State University and Gwinnett Technical Institute.

Mr. Woodworth holds both a B.S. and Master's Degree from Cornell University's School of Hotel Administration. He also served on the faculty of the Center for Professional Development at Cornell for 12 years, where he continues to guest lecture. Mark and his wife Mary Kay reside in Atlanta with their sons Harry, Will and Sam and daughter Savannah.