

**Jonathan Jaeger, MAI**

**Senior Managing Director**

**LW Hospitality Advisors®**

200 West 41<sup>st</sup> Street, Suite 602  
New York, NY 10036  
(212) 300-6684 x116

[Jonathan.Jaeger@lwhadvisors.com](mailto:Jonathan.Jaeger@lwhadvisors.com)

Jonathan Jaeger currently serves as a Senior Managing Director with LW Hospitality Advisors, based in New York City. During his tenure at LWHA, Mr. Jaeger has been responsible for the management and execution of over 1,000 lodging/gaming consulting and valuation assignments throughout the United States, Canada, Mexico, and the Caribbean on an annual basis. From February of 2014 through August of 2019, Jonathan was a Managing Director with the firm. Prior to joining LWHA, Mr. Jaeger had been with Pinnacle Advisory Group from January of 2008 through January of 2014. He began as a Consultant in the Boston office and was promoted to Vice President and head of the New York Practice.

Prior to his advisory career, Mr. Jaeger held various hospitality operational and accounting/finance positions with Starwood Hotels & Resorts and Kimpton Hotels & Resorts. He graduated with a Bachelor of Science from the Boston University School of Hospitality Administration in addition to a minor in Business Administration from the Boston University Questrom School of Business.

Beginning in the spring of 2011, Mr. Jaeger joined the adjunct faculty at Boston University, serving as co-instructor of the Hotel Asset Management course. Mr. Jaeger currently teaches a class in the Master of Management in Hospitality (MMH) Program. In addition to teaching a course at Boston University, Mr. Jaeger has written several articles for industry wide publications; topics included the Manhattan Lodging Market, Highest and Best Use Analyses, E-Commerce in the Hotel Industry, Texas Energy Lodging Markets, among others. In New York City, Jonathan is a member of YHIP, the Young Hospitality Investment Professionals Group and also previously participated with the NYC & Company Hotel Committee. Mr. Jaeger is also a member of the Metro NY Chapter of the Appraisal Institute. Beginning in the Fall of 2014, Mr. Jaeger joined the Adjunct Faculty at New York University; teaching the Lodging Development course in addition to others in the Jonathan M. Tisch Center of Hospitality.

Mr. Jaeger is a State Certified Real Estate Appraiser specializing exclusively in the evaluation of hotel, resort, and gaming properties. Mr. Jaeger is a designated member of the Appraisal Institute (MAI); he achieved this designation in June of 2013. In addition, Mr. Jaeger is a member of the International Society of Hospitality Consultants (ISHC) as well as a Recreational/Developmental Coach for the United States Professional Tennis Association (USPTA).

### **EDUCATION**

- Boston University, School of Hospitality Administration
  - Bachelor of Science, Hospitality Administration, Business Administration
  - Accounting/Finance Teaching Assistant
- Appraisal Institute Qualifying and Continuing Education
  - Various qualifying and continuing education courses beginning in 2008

### **EMPLOYMENT EXPERIENCE**

- 2019 - Present LW Hospitality Advisors® New York, NY  
Senior Managing Director
- 2014 - 2019 LW Hospitality Advisors® New York, NY  
Managing Director
- 2012 - 2014 Pinnacle Advisory Group New York, NY  
Vice President
- 2008 - 2012 Pinnacle Advisory Group Boston, MA  
Consultant
- 2007 Starwood Hotels and Resorts New York, NY  
Accounting, Sheraton Hotels of New York & W Times Square
- 2006 Starwood Hotels and Resorts Boston, MA  
Rooms, Boston Park Plaza Hotel and Towers
- 2005 Kimpton Hotels & Restaurants Boston, MA  
Intern, Hotel Marlowe & The Onyx Hotel

### **AFFILIATIONS & DESIGNATIONS**

- The Appraisal Institute
  - Designated Member – MAI
- International Society of Hospitality Consultants (ISHC)
  - Associate Member
- Certified General Real Estate Appraiser
- United States Professional Tennis Association (USPTA)
  - Developmental Coach
- Adjunct Professor – Boston University School of Hospitality Administration
  - Hotel Asset Management
  - Hotel Ownership Strategies
- Adjunct Professor – New York University
  - Lodging Development
  - Hotel Planning, Design, Construction, and Development

### **PROFESSIONAL SPEAKING ENGAGEMENTS**

- The Appraisal Institute
  - Special Use Properties - Seminar Instructor
- The Appraisal Institute – 2015 AI Connect Conference in Dallas
  - Valuation of Seniors Housing and Hospitality Properties – Seminar Instructor

- New Jersey Gold Coast Investment Summit
  - Hotel Panel
- Professional Women in Construction (PWC)
  - Hospitality Forum
- Travel and Tourism Research Association
  - Marketing Outlook Forum - Hospitality
- iGlobal Forum – Global Hospitality & Lodging Investment Summit
- Evercore ISI 2015 Investor Day – Boston
- State of the US Lodging Industry
  - Presented to various lending institutions including US Bank, Deutsche Bank, East West Bank, MetLife, Natixis, Blackstone, and Morgan Stanley

#### **PUBLISHED ARTICLES**

- Manhattan Lodging Market: Why ADR Growth is Lagging Behind the U.S. Average
- Highest and Best Use Analysis – Enhancing Hotel Value
- The Impact of E-Commerce and Social Networking on the Hotel Industry
- Hotel Rush! Texas Energy Lodging Markets
- U.S. Lodging Industry Update
- The Evolution of Dual-Branded Hotels: How the Marriott/Starwood Acquisition Enhances Opportunities for Developers
- Boom to Bust; Eagle Ford Shale Lodging Markets Update

#### **OTHER PUBLICATIONS**

- Hospitality Management Learning Modules
- “Comprehending and Analyzing F&B Financial Statements”
- “Hotel F&B Profitability Analysis and Cost Management”

#### **AWARDS AND ACHIEVEMENTS**

- Hotel Management – Thirty Under 30
- ISHC Lori Raleigh Award for Emerging Excellence in Hospitality Consulting
- Boston University Young Alumni of the Year Award