

Industry Executives & Consultants Launch Niche Advisors

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Joshua Miller and Sang Hwang have combined forty years of industry experience to form Niche Advisors, a consulting firm dedicated to providing specialty advisory services and asset management to the hospitality industry.

After extensive careers in hotel operations, Miller and Hwang spent the past several years developing and growing HVS Parking Consulting, a division of HVS Global Hospitality Services. HVS Parking Consulting focused on providing hotel developers, owners, and operators with hotel parking consulting, feasibility and economic studies, development planning, and asset management services designed to enhance the value of hotel assets. They consulted for over 100 hotel clients throughout North America offering asset management, real estate development planning, and parking consulting services.

Niche Advisors will continue to provide parking consulting and asset management services and will further expand its specialty niche services to include rooms division management, customer service training, interim operations management, project management, and hotel openings and transitions support.

Principals Bios

Sang Hwang is the Principal & Managing Director of Niche Advisors' Boston office. Most recently, he was the co-founder and Vice President of Strategic Services of HVS Parking Consulting. He was also a Six Sigma Black Belt for Starwood Hotels and Resorts where he was responsible for leading revenue enhancement, cost containment, and operations improvement initiatives for its worldwide headquarters and North American properties. Mr. Hwang developed his hotel operational acumen from the Westin Copley Place in Boston, St. Regis in New York, and Newport Marriott in Newport. Mr. Hwang also consulted for Spire Group, a strategy consulting and executive education firm that enabled clients to deliver service excellence. His clients included ITT Sheraton, Promus Hotel Corporation, Club Med, Harley Davidson, Deloitte & Touche, and Federal Express. He earned his B.S. from Boston University's School of Hotel Administration.

Joshua Miller is the Principal and Managing Director of Niche Advisors' San Diego office. Most recently, he was the Director of Asset Management for HVS Parking Consulting. At HVS, he consulted on the parking operations of over 80 hotels and resorts across all brands, service levels, and market segments. Mr. Miller developed his hotel operational acumen over fifteen years of hotel management experience at the Hotel del Coronado and Manchester Grand Hyatt in San Diego, and the Mirage Casino Resort in Las Vegas. He earned his B.S. from Cornell University's School of Hotel Administration.

Contact Niche Advisors

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