

Gary Isenberg – Expert Witness Qualifications

President & Founder, Iron Mountain Hospitality Advisors

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🎓 Education

Fairleigh Dickinson University, Madison, NJ

- Bachelor of Science, Business Management
- Minors: Corporate Finance & Information Systems
- Overseas study at Wroxton College, Oxford, England

🏛️ Professional Summary

Gary Isenberg is a seasoned hospitality executive and expert witness with over 40 years of diversified experience in hotel management, operations, finance, development, and asset management. He has overseen more than \$15 billion in hotel investments across all major brands, chain scales, and independent properties.

His career spans leadership roles including President, Chief Operating Officer, General Manager, Director of Finance, and Internal Auditor. He has provided litigation support, depositions, and testimony in mediation, arbitration, hearings, and trial settings, with expertise in:

- Hotel operations & procedures
- Franchise & management agreements
- Guest service & brand standards
- Revenue management & marketing strategies
- Hotel accounting & financial performance
- Capital planning & renovations
- Labor relations & collective bargaining
- Feasibility studies & market analysis
- Property acquisition due diligence & PSA negotiations
- Business interruption claims
- Receivership & interim management
- Safety & security standards

Professional Experience

Iron Mountain Hospitality Advisors – President & Founder (2021–Present)

- Advisory and expert witness services for hospitality real estate organizations, ownership groups, and law firms.
- Focus on asset management, ownership representation, operational reviews, capital planning, and litigation support.

LWHA Asset & Property Management Services – President (2011–2021)

- Founded and led asset management division, overseeing 50+ hotels nationwide.
- Delivered consulting services to owners, lenders, franchisors, investors, and developers.

Field Hotel Associates – Chief Operating Officer (1999–2011)

- Oversaw daily operations of regional hotel ownership and management company.
- Managed branded hotels and 800+ employees.
- Led hotel development, openings, repositioning, and recapitalizations.

ITT Sheraton / Starwood / Marriott International (1985–1999)

- Progressed through corporate trainee program to senior leadership roles.
- Positions included IT Manager, Assistant Controller, Internal Auditor, Director of Finance, Food & Beverage Director, Director of TQM, Hotel Manager, and General Manager.

Expert Witness Engagements (Sampling)

- Crow Family Inc. v. Allianz Global Risks US Insurance Co. – Business interruption analysis, Windsor Court Hotel, New Orleans, LA. Deposed; trial scheduled Jan 2026.
- HPK, LLC v. RCP Keystone Hotel, LLC – Wrongful termination of Hyatt Place Hotel management agreement, Keystone, CO. Arbitration pending.
- Woodbine Entertainment Group v. Ontario Gaming GTA LP – Arbitration on F&B standards compliance. Case settled after expert report.
- Nelson Mullins Riley & Scarborough LLP v. Williamsburg Hotel (Brooklyn, NY) – Receiver appointment analysis; case settled minutes before testimony.
- Melia Holding Co. USA v. Fairmont Hotels & Resorts – Rebuttal report on mismanagement claims, Fairmont San Francisco. Testified in arbitration.
- Perfect JSK Corp v. Mackenzi Property Owner LLC – PSA renovation terms dispute. Case settled post-report.

- Hampton Inn Newark Airport v. Hilton Hotels – TRO filing regarding franchise termination.
- LaGuardia Associates v. Brickman & Associates – Testified in bankruptcy court on debtor-in-possession operations.



Representative Case Studies & Advisory Work

Asset Management

- Four Seasons Hotel, New York, NY
- Elbow Beach Resort, Bermuda
- Renaissance Austin Hotel, TX
- The Grove Resort & Water Park, Orlando, FL
- 48-property Marriott select-service portfolio nationwide

Brand Selection & Negotiation

- Curio SkyPlex Resort, Orlando, FL
- Autograph MC Hotel, Montclair, NJ
- Hampton Inn JFK & LaGuardia Airport, NY
- Waldorf Astoria, Atlanta, GA
- Westin Hotel & Convention Center, Louisville, KY

Consulting & Advisory

- Due diligence, underwriting, and financial analysis for 50+ proposed and existing hotels across the U.S., Caribbean, and Europe.
- Operational reviews for properties including Trump Turnberry (Scotland), Four Seasons Biltmore (Santa Barbara), and Arlo Hotels portfolio (NY & Miami).
- Capital expenditure planning & PIP analysis for major brands including Hilton, Marriott, IHG, Hyatt, and Radisson.



Publications (Selected)

- Navigating Wage Pressures – TPG Hotels
- The Crucial Role of an Owner Representative in Reviewing a Hotel Marketing Plan – TPG Hotels
- The Pandemic and the Hospitality Industry: From Impact to Recovery – TPG Hotels
- Preventive Maintenance Saves Capital – LinkedIn

- The Essentials of Hotel Management Contracts – LinkedIn
- Understanding the Nuances of Hotel Real Estate Investment – LinkedIn
- The Future is Bright for the Hospitality Industry – LinkedIn



Key Qualifications

- 40+ years of hospitality real estate and operations experience
- Oversight of \$15B+ in hotel investments
- Leadership across all major hotel brands and independent properties
- Extensive litigation support and expert testimony experience
- Proven track record in asset management, brand negotiations, and operational reviews