

Professional Biography

Helen Thomas is the Opening Director of Sales for The Lawrence Hotel, Tapestry Collection by Hilton, where she is leading the commercial launch of downtown Lawrenceville's newest boutique hotel. With more than 20 years of hospitality sales and marketing leadership, Helen has built a reputation for developing strategic partnerships, growing revenue, and creating lasting relationships that strengthen both hotels and the communities they serve.

Throughout her career, Helen has held leadership positions with Hilton, Marriott, Vision Hospitality Group, Hotel Equities, and other respected hospitality organizations across Metro Atlanta. Her experience spans hotel openings, commercial strategy, corporate and group sales, community engagement, and revenue development, with a strong focus on building long-term partnerships and delivering exceptional guest experiences.

In her current role, Helen is responsible for introducing The Lawrence Hotel to the marketplace by cultivating relationships with local businesses, community organizations, healthcare providers, legal firms, tourism partners, and civic leaders. She is passionate about showcasing downtown Lawrenceville as a destination for business, meetings, events, and leisure travel while supporting the continued growth and vibrancy of the community.

Known for her collaborative leadership style, integrity, and genuine commitment to relationship-building, Helen believes that successful hospitality begins with listening, earning trust, and creating meaningful connections that benefit both guests and the local community.