

Memphis-based Cooper Hotels taps in-house exec as new CFO



David Krueger, retiring CFO of Cooper Hotels

COOPER HOTELS



By [Wendy Guzmán](#) – Reporter, Memphis Business Journal
Mar 25, 2024

Memphis-based Cooper Hotels has named a two-decade company veteran to replace its longtime CFO.

David Krueger, who has held the role for the past 40 years, is retiring. The company has tapped Allen Ruffin to replace Krueger as its chief financial officer.

“Cooper Hotels is known for its extremely stable, low turnover environment and the ability to continually promote from within,” Cooper Hotels CEO Pace Cooper said in a news release.

New CFO Ruffin joined Cooper Hotels in 2000 as controller. In that role, Ruffin oversaw all hotel accounting functions, including directing Cooper Hotels' on-site controllers.

Before coming to Cooper Hotels, Ruffin was a senior vice president at Medshares Inc. and worked in accounting at CPA firm Pannell Kerr Forster. He is a graduate of Mississippi State University.

Krueger's tenure as CFO was marked by notable achievements for the company. In recent years, he played a key role in Cooper Hotels' properties becoming only Hilton franchises; in securing financing for a segment of its hotels; and in renewing long-term DoubleTree by Hilton franchise agreements with Hilton for six hotels.

In addition to his financial and accounting administration work, Krueger oversaw the company's benefit program for over 1,600 employees.

Cooper Hotels owns and manages 16 hotels in four states, including the DoubleTree by Hilton Memphis on Sanderlin Avenue and a DoubleTree by Hilton in Jackson, Tennessee.

The company, which is based on Aaron Brenner Drive in East Memphis, ranked at the No. 63 largest locally based private company based on 2022 revenue of \$122 million, according to MBJ research.