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**Lucro Management Launches Hospitality Focused Scholarship for Women**  
*FOR IMMEDIATE RELEASE*

**Auburn, ME– April 16, 2021** – Lucro Management is excited to announce the launch of its first scholarship aimed to attract female students passionate about the hospitality industry. Lucro Management’s “Bridge the Gap” Scholarship for Women highlights the important role women play in the lodging and foodservice sector here in Maine.

[While women made up 55.5% of the hospitality sector’s workforce in 2017](#) as reported by Women In Hospitality (WOHO), women continue to remain significantly underrepresented in senior level management roles. In 2019, according to [Castell Project’s third annual report](#) on women in hospitality leadership, as presented by AHLA Women in Lodging, women held just 12% of hospitality industry leadership positions including chief, managing director, president, partner, principal and CEO roles.

The gender gap is relatively acknowledged within the industry and even more so following the #MeToo movement. Statistics show that the number of women in hospitality leadership roles are climbing. Lucro Management believes that with intentional efforts focused around awareness and support from those leading the industry, we can bridge the gap and create more gender parity in leadership roles.



“I had the somewhat unique experience at a young age where I was gifted the trust and tools by a giant in Maine’s hospitality circle. This allowed me to gain invaluable leadership experience as a young female entering the workforce. It took years for me to understand that the opportunity I so quickly snagged, was actually a bit of a diamond in the ruff. I’ve since studied the ladder climbs of our industry and it’s quite fascinating to see how much quality women leaders can bring to the table when they’re invited” said Jessica Donovan, CEO, Lucro Management. “My hope for this \$1K scholarship is that it builds awareness around the inconsistencies in women-led hospitality leadership roles, reminds us of the importance of education and empowers, encourages and promotes women to take a seat at the table!”

Lucro Management has partnered with HospitalityMaine to offer their Lucro Management’s “Bridge the Gap” Scholarship for Women, alongside several other incredible scholarship opportunities for Maine’s hospitality students.

Interested applicants may visit [www.hospitalitymaine.com](http://www.hospitalitymaine.com) to apply. Application deadline for consideration is May 1, 2021.

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**About Lucro Management**

Lucro Management is a third-party hospitality management company co-founded and led by two female, Maine-native hospitality professionals. Based out of Auburn, ME Lucro Management bridges the gap between owners/investors and on-property teams through an engaged and inclusive approach to asset management. Lucro Management is best known for their ability to reveal the potential in places, spaces and people. Visit [www.lucromanagement.com](http://www.lucromanagement.com) to learn more!

