



For Immediate Release

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PRESS RELEASE

Deerfield Inn Names Jeffrey Bierly as New Innkeeper

Seasoned Professional Returns to Western Massachusetts

(Deerfield, MA) – The [Deerfield Inn](#), situated on the tree-lined street and amidst the landmark houses of [Historic Deerfield](#), is pleased to announce that Jeffrey L. Bierly has been named its new Innkeeper. A seasoned hospitality professional with more than 40 years of experience, Bierly—an alumnus of the University of Massachusetts Amherst—is returning to Western Massachusetts, a region that holds special meaning for him, to lead the beloved 24-room inn that has long been a welcoming stop for travelers from around the world.

Bierly brings extensive experience across resorts, full-service hotels, and regional operations. Most recently, he oversaw dual Marriott properties in State College, Pennsylvania, where he managed all aspects of operations, marketing, and capital planning for two bustling hotels serving Penn State University visitors. Before that, he spent seven years as General Manager of Cove Haven Resort in the Pocono Mountains, a renowned couples' destination known for its unique accommodations and active guest programming. Earlier in his career, Bierly also served as Regional Director of Operations for a hospitality group overseeing 11 hotels, as well as General Manager for properties under the Hilton, IHG, Marriott, Radisson, and Sheraton brands. This wide-ranging background gives him a strong foundation in service, team leadership, and creating memorable guest experiences.

"I'm delighted to return to Western Massachusetts, a place that holds many fond memories for me," said Bierly. "The Deerfield Inn is such a special gathering place, and I look forward to welcoming guests from across the country and around the world who come here to enjoy the charm, culture, and beauty of this remarkable region."

John Davis, President and CEO of Historic Deerfield, shared his excitement for Bierly's arrival, "The Inn is an integral part of the village experience. For generations, it has offered visitors a place to rest, connect, and reflect during their time in Deerfield. With Jeff's leadership, we know the Inn will flourish as a warm and inviting destination that enriches the museum's mission."

The Deerfield Inn is open year-round, offering comfortable accommodations and Champney's Restaurant & Tavern, a favorite for both guests and locals. To learn more or to book a stay, visit <https://www.deerfieldinn.com/>.

[Images to accompany this release are available here.](#)

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About the Deerfield Inn. Since 1884, the Deerfield Inn has been welcoming travelers to the heart of Historic Deerfield, one of the nation's best-preserved colonial villages. Owned and operated by Historic Deerfield, Inc., the Inn is uniquely located within a National Historic Landmark district, offering guests the rare experience of staying in a working museum village surrounded by 18th- and 19th-century homes. The Inn features 24 guest rooms across the Main Inn and Carriage House, blending period-inspired décor with modern touches such as complimentary WiFi, cable television, and spa-style amenities. Guests can enjoy afternoon tea by a wood-burning fireplace, in-room massage treatments, or yoga on the terrace. On-site dining at Champney's Restaurant & Tavern highlights classic New England fare with ingredients from local farms, along with seasonal beer and wine dinners and live music. The Deerfield Inn is both a gracious home base for exploring Western Massachusetts and a peaceful retreat to relax and reconnect.