



**Bill Barnett**  
C9 Hotelworks

Bill Barnett is a globally recognized hospitality, tourism and real estate advisor. He is the Founder and Managing Director of Asia-based C9 Hotelworks. In addition to being a leading consultant, he is a frequent speaker at industry events and conferences.

With over 30 years' experience in the Asia Pacific region, he has an extensive background in hotel operations, development and asset management. His past employment highlights include Senior Corporate roles at international hotel chains and publically listed companies. Bill is considered to be one of the foremost industry experts in the hotel residences sector.

As an entrepreneur Bill have co-developed two successful residential projects in Thailand and is actively involved in the online property marketplace FazWaz.com as Chief Strategy Officer. He is also currently acting as Business Development Advisor for Le Pirate International, which is a fast growing regional beach club chain.

To date Bill is the author of four books on travel, property and hospitality under the titles of Slave to the Bean, Collective Swag, It Might Get Weird and Last Call. His participation in professional bodies includes the International Society of Hospitality Consultants (ISHC) and is the Founding Advisor of the Phuket Hotels Association.



**Maurizio Bisicky**  
Anantara Vacation Club

Maurizio has spent the last 20 years setting up, turning around and managing commercial organizations throughout several countries in Europe, the Middle East and Asia.

With a broad range of experience ranging from manufacturing to consumer finance, he has worked for international brands such as Indesit and Diners Club. Prior to joining Anantara Vacation Club, he was a VP at Marriott Worldwide Vacations for ten years.

Maurizio joined Anantara Vacation Club in the second quarter of 2016. Since then, the company has been set on a course of profitable growth, with its top line growing 50% over two years.



**James E. Burba**  
BHN

Jim Burba is the co-founder and president of Burba Hotel Network LLC (BHN), the worldwide leader in developing and producing conferences for the hotel and tourism investment community. BHN hosts ten events each year around the world including: ALIS, ALIS Law, ALIS Summer Update, AOCAP, HICAP, HICAP UPDATE, HIFI, CHRIS, HOLA, Hot.E and HICAP ANZ. In addition to these annual events, BHN and Google teamed up in 2008 to host Digital Discovery Day (D3), in 2011, Burba was retained by the ITC, a joint agency of the UN and WTO to help organize WEDF which focused on tourism development in the least developed countries of the world, and in 2015 BHN was retained by the World Bank Group to help organize its first global tourism investment event.

Actively involved in the hotel investment arena for over 35 years, Burba was formerly: a principal at Pannell Kerr Forster, Senior Managing Director with Insignia/Hotel Partners, VP/Worldwide Director of Advisory Services at WATG, and President at Horwath HTL (US). A member of the International Society of Hospitality Consultants (ISHC) and the Industry Real Estate Finance Advisory Council (IREFAC), Burba has received numerous honors including the Educational Institute Lamp of Knowledge Award, IREFAC's first Crystal Ball Award, and the ISHC Pioneer Award. In 2007, California Governor, Arnold Schwarzenegger, re-appointed Burba to the California Travel & Tourism Commission and he recently served on its Executive Committee.

In 2013, Burba and BHN co-founder Bob Hayes formed Burba Hayes, and entertainment industry production company. The two also co-authored the book *Smart Partners*, where they discuss their principles for building, sustaining, and growing successful partnerships in business and life. The book is available on amazon.com.



**Ryan Chen**  
Far East Hospitality Management

Ryan Chen is the Vice President of Business Development for Far East Hospitality, an international hospitality owner and operator with a portfolio of close to 15,000 rooms under its management across 90 properties. Ryan is responsible for identifying opportunities to promote and grow its businesses within the regional source markets and key gateway cities through development alliances and partnerships.

Ryan has an established track record and diverse experience in conducting investment return analysis, real estate appraisals, cashflow projections, due diligence and development strategy across the Asia Pacific region.

Prior to this current position, he was Group Director of Development for Dusit International, heading the group's development activities across Asia Pacific. During his tenure, the company grew from 20 operating properties to 30 operating properties with a further 50 in the pipeline. Notable projects finalized include Singapore, the Philippines, Vietnam, Myanmar and Indonesia. Before this, he handled acquisition and development initiatives for a boutique chain, Prana Hotels & Resorts, and valuation and advisory with HVS (Global Hospitality Services) based in Singapore.



**Bryant Cho**  
Marriott Vacations Worldwide

Bryant Cho is Senior Manager, Development & Business Planning at Marriott Vacations Worldwide (MVW) – primarily responsible for MVW's real estate development and acquisition activities within the Asia Pacific region. On top of supporting the company's strategic growth plans, he plays a pivotal role in leading business initiatives – such as formulating MVW's entry into untapped markets, as well as executing sales distribution expansion plans. He is also actively involved in several project delivery efforts, notably MVC Bali Nusa Dua Terrace – a mixed-use development situated alongside with Renaissance Bali Nusa Dua Resort, slated for opening in early 2020.

Prior to joining MVW, Bryant was a Lead Underwriter with the Feasibility and Investment Analysis Team at Hilton Worldwide where he appraised more than 300 hotel and portfolio deals across the Asia Pacific region. He also had the opportunity to work at Horwath HTL in their Hong Kong and Shanghai offices – where he built up his expertise in the areas of feasibility studies, financial modelling and asset valuations.

Bryant holds a Bachelor of Science (Honors) in International Hospitality Management from Ecole Hoteliere de Lausanne, specializing in Finance and Real Estate. His hobbies include aviation, culinary arts and exploring the outdoors.



**Sabina Chopra**  
RCI India Pvt. Ltd.

Ms. Sabina Chopra is the Managing Director, Indian subcontinent, RCI. Sabina serves as a member of RCI's senior leadership team, leading the execution of strategic priorities for the Indian market. She is responsible for driving business growth and delivering on-going value to RCI® members and affiliates in India.

With more than 25 years of experience in the Indian travel market, Sabina brings a wealth of hospitality knowledge with her.

Chopra most recently served as Chief Operating Officer-Hotels & Corporates for Yatra.com, one of India's leading online travel agencies, which she also co-founded. Prior to Yatra, she headed the India-based operations of ebookers, Europe's largest online travel company, where she was responsible for customer service, sales, air ticketing, email and online departments. Sabina has also held management roles at Hewitt Associates, RAC (Aviva Plc), Japan Airlines and Canadian Airlines.



**Daniel Collins**  
Anantara Vacation Club

Daniel joined Minor Hotels in 2010 and as VP Development for Anantara Vacation Club is responsible for acquisition, design and development of vacation club properties. Prior to Minor Hotels Daniel was engaged in consultancy and development of resorts and villa projects in Asia. He started his career in hospitality with the Savoy Group and Spencer House in London before moving to Asia to join Aman Resorts.



**Gary Croker**  
Wyndham Vacation Clubs Asia Pacific

Gary Croker began his role as Senior Vice President of Business Development in 2008 and is responsible for a number of key business enhancements. This includes leading a project to establish vacation ownership in Asia. Gary joined Wyndham Vacation Resorts Asia Pacific (now Wyndham Destinations Asia Pacific) in 2003 initially as head of finance for the Asia Pacific region until 2007 before changing roles. Gary also is a Board Member of Wyndham Vacation Clubs South Pacific, the responsible entity for WorldMark South Pacific Club.

Gary is a senior finance executive and chartered accountant with more than 25 years' experience covering hospitality, transport, logistics and manufacturing. His experience encompasses operational financial roles, project management, cost reduction initiatives and information management. Gary has significant international experience working in Australia, New Zealand, Korea, Japan and the US for various companies ranging from large multi-national corporations to small start-up operations. He is also a Graduate of the Australian Institute of Company Directors.



**Paul Dean**  
Dean & Associates, Ltd.

Paul Dean has had over 30+ years involvement with international resort development and recreational real estate, with an emphasis on mixed use resorts. This includes hands-on involvement with the setting up of resorts and product legal structures in more than 20 jurisdictions. He has extensive experience of working with global hospitality brands including Hilton, Hyatt, IHG, Jumeirah, Kempinski, Mandarin Oriental, Marriott and Starwood.

He has worked with boutique and regional brands such as De Vere [UK], Franklyn, Gleneagles, Isrotel, Savoy Madeira, Six Senses, Soneva, Onyx and Yoo. He is co-author of the Encyclopaedia of Forms & Precedents Vo; 41A - Shared Ownership published by Lexis-Nexis;

All forms of Recreational Real Estate including Branded Residences, BTUL, Condo-hotels, Fractional Interests and Private Residence Clubs plus vacation ownership. Feasibility analysis, financial modelling, concept development and product design, product legal structuring, usage plan design, preparation of operating budgets, reserve funding, marketing and sales strategies and subsequent implementation.



**Paul Dwyer**

Dusit Thani Balapitiya Sri Lanka

Founder and Owner of Paul's Warehouse; one of Australia's most successful retailers of sporting goods and apparel. Paul is also the Director and Co-Owner of Indola Group – the developers of luxury resort style, high-rise apartments in Balapitiya, on Sri Lanka's famous west coast; aptly named Dusit Thani Sri Lanka, Beachfront Balapitiya.

Paul spent his formative years enjoying the sun, sand and surf near his family home on Sydney's beautiful southern beaches; the perfect environment for a young man with a natural affinity for a healthy, outdoor lifestyle.

While still in high school he combined his love of sport with a growing acumen for business and established a successful business selling predominantly high-end imported sports shoes and sporting accessories, all conveniently warehoused in his parent's garage. By the time he graduated from the University of Technology, Sydney, with a degree in Marketing, Paul had already launched the first (of what was to become sixteen [16]) 'Paul's Warehouse(s)', all located in prime retail precincts throughout Australia. Paul broadened his retail horizon in 2011, when he co-founded, with business partner; Ajit Wijesinghe, the BOI approved Hambantota Trading Company.



**Darren Ettridge**

Interval International

Darren Ettridge is responsible for managing Interval's sales and service operations in Europe, Middle East, Africa and Asia. In this role he directs sales and resort marketing strategies and oversees the operations of Interval's offices in the region.

In addition, Ettridge is responsible for the resort affiliation, servicing and marketing of Preferred Residences, a membership and exchange programme for luxury shared ownership properties.

Ettridge joined Interval International in 2000 as Director of Sales and Service with responsibility for the UK and Scandinavia. He has extensive experience within the vacation ownership sector initially gained with his previous employer, First National Bank (FNB). While holding various positions during his seven-year tenure with FNB, immediately prior to joining Interval he was General Manager of sales and operations for the company's vacation ownership division. This department provided consumer lending for the purchase of timeshare.

During his time with FNB and Interval, Ettridge has become an established and respected figure within the EMEAA timeshare industry. He is based at Interval's London office.

Ettridge serves on the Main Board of the Resort Development Organisation in Europe.



**Joseph W. Hickman**

Interval International

Joe Hickman resides in Singapore and has held the position of vice president/executive director for Interval International Asia Pacific for 16 years. He has responsibility for implementing business development activities for Interval Asia-Pacific, including affiliating resorts with Interval International's global network, developing and directing sales and resort marketing strategies, as well as managing developer client relationships. Hickman has lived and worked in Asia Pacific for 35 years and has spent his entire professional career in the hospitality and timeshare industries. He has worked for Westin, Shangri-La and Conrad Hotels in Asia Pacific and served as corporate director for vacation ownership for Hilton Hotels, being part of the team that pioneered Hilton's entry into the timeshare industry. Prior to joining Interval, he was the Executive Director for RCI Asia Pacific. Hickman has amassed a wealth of experience in a broad range of industry related areas including; resort management, sales and marketing, finance, resort services, government relations, business development and call center operations in Asia and Australia. Hickman is a member of all the timeshare related organizations in the region and serves on a variety of industry boards including the Timeshare Associations of Australia, Singapore, Thailand, Malaysia and Asia Pacific Resort Development Organization.



**Benjamin Hirasawa**  
Clyde & Co

Benjamin (Ben) represents hospitality, commercial, industrial, retail and residential developers in all real property transactions. He focuses on providing practical and commercially sound advice to hospitality, real estate and corporate clients on international business transactions by advising on all aspects of the project development cycle.

This expertise includes portfolio acquisitions and dispositions, private equity financings, joint ventures, start-ups, cross-border mergers and acquisitions, REIT and property fund formation and operation, and advising on management agreements, operational issues and licence agreements.

Ben is well known for his hospitality and leisure experience and has become the 'go-to' individual in Thailand, Singapore, China, Myanmar, Indonesia, Vietnam, South Korea, Japan and various other jurisdictions in Asia Pacific for several of the world's largest hotel operating companies and hotel owners.

Ben currently advises leading hospitality and leisure companies across the Asia Pacific region on all aspects of hotel development and operations, including niche areas such as timeshare, fractional ownership and branded residences.

Ben often speaks at regional industry conferences about salient developments in the real estate and hospitality and leisure sectors. He is a member of the International Society of Hospitality Consultants, has been included in Who's Who Legal - Franchise 2015, recognized as a notable practitioner in Myanmar by Chambers Asia Pacific 2016, and recognized as a "commercial, efficient and responsive", a "recognized expert" in hospitality transactions and recommended lawyer in Thailand and Singapore in Chambers Asia Pacific 2013-2015 and Asia Pacific Legal 500 2013-2018.



**Paul S. Kitamura**  
M&C REIT Management Ltd.

Paul Kitamura is responsible for CDLHT's asset management function as Head, Asset Management. His role includes performance optimization and value enhancement across a hospitality/retail portfolio of SGD 2.6b.

Earlier, he served as Senior Vice President of asset management for GIC Real Estate responsible for the fund's Asia Pacific hospitality portfolio comprising 10 core assets including the Westin Tokyo, Shangri-la Sydney and Park Hyatt Melbourne as well as a portfolio of serviced apartments in Japan and a retail portfolio in Australia. During the 2008/9 global downturn, he successfully cost structures throughout the portfolio and led the brand conversion of the 1,053-room Hilton Fukuoka.

His direct hotel operating experience includes leading IHG's operations & development efforts in Japan as country head from 2002-2008, securing exclusivity with ANA Airlines to form a JV partnership for a 50 property chain in Japan. During this period, deal flow increased 200% including signing of the 600 room Crowne Plaza Kobe and successful contract extensions for the group's presence in Tokyo, Yokohama, Kyoto and Nagasaki. Operationally, he led IHG's overall business in Japan through a branded portfolio of 11 InterContinental, Crowne Plaza, Holiday Inn & Express by Holiday Inn hotels across 10 cities including the key gateways of Tokyo, Yokohama and Kyoto.

Paul has also held senior Asia Pacific brand management and marketing positions within InterContinental Hotels Group in Hong Kong and Singapore. Earlier in his career, he spent ten years with Mandarin Oriental Hotel Group in a variety of sales & marketing management roles at the property, regional and corporate levels.

An American National, Paul holds a Master of Business Administration from the Chicago Booth Graduate School of Business and a Bachelor of Science degree in Hotel Administration from Cornell University and currently resides in Singapore.



**Tien Gui Koh**  
Bryan Cave Leighton Paisner LLP

Tien Gui has over 18 years of corporate and commercial experience. He has developed expertise in the property sector, and in particular, has represented clients on hotel projects across South East Asia, China and Japan.

In addition to hotel operators, Tien Gui also advises developers and owners of mixed use/hotel developments on management agreements as well as branded residences, sale and lease back schemes and condotels. This includes negotiating hotel management and franchise agreements, leasing agreements, and real-property acquisitions, evaluating corporate organisation formalities, providing on-site consulting related to hotel operations and compliance issues, developing and implementing employment related programs and advising on dispute resolution and arbitration matters involving the hospitality and leisure sector.

Tien Gui has advised hotel and restaurant franchisors in franchise registrations across the South-East Asian region and franchisees on negotiating franchise agreements. Tien Gui also worked on numerous transactional mergers and acquisitions for clients across South East Asia.



**Tom Koh**  
Media One

Tom Koh is the CEO of MediaOne Business Group, a leading digital marketing firm. His love affair with digital marketing was cultivated over 2 decades with media firms like Cityneon, Singapore Press Holdings, Thomson, POAD and Terrapinn.

As a digital marketer operating in the US and international arena for the last 10 years, Tom has helped thousands of clients achieve success and was one of the first in Asia to pioneer techniques in search engine optimisation which brought him prominence in the Internet scene. Tom consults with various marketing departments in multi-national and government-linked corporations for their digital transformation.

Tom holds a Bachelor's Degree in Computational Science from National University of Singapore (NUS).



**Carrie Law**  
Juwai

Carrie Law is CEO and Director of Juwai.com. She has over 20 years of experience and strong business acumen providing effective total solutions for customers in real estate and media, including digital, social media, outdoor, print, and TV. Prior to Juwai.com, she was a senior Greater China executive with the REA Group (ASX:REA), and General Manager of iProperty Group, Asia's No. 1 online property group. Ms Law is a Hong Kong native who is fluent in Mandarin, Cantonese and English and was awarded the "Digital Marketer 2016" award by the Hong Kong Association of Integrated Marketing. She has significant experience creating value through strategic initiatives and was a founding or core team member for the launch of i-Cable (SEHK: 004), Sina HK (NASDAQ: SINA), TOM.com (SEHK: 2383), and NBA.com Greater China.



**Eric J. Levy**  
TSI

Eric Levy is Managing Director of Tourism Solutions International (TSI). TSI is a hospitality investment firm with more than 20 years presence in Asia. In addition to its investment and asset management activities, it conducts select advisory work that is investment related.

With TSI, Eric was a founding partner with Octagon Capital Partners in 2002 to 2005. At Colony Capital Asia Pacific, Eric was Executive Vice President, where he was involved in various sectors of the real estate industry. His main focus was to drive Colony's hotel investment efforts in Asia.

Prior to returning to TSI, he was the Senior Vice President Growth and Development for Pan Pacific Hotels Group where he had global responsibility for growing the company through acquisitions and third party management contracts.

He was also a Senior Partner with Horwath Asia Pacific and a Founder and President of Horwath Hotel Partners, providing hotel brokerage services primarily to Asian hotel owners.

Eric has lived in Singapore for the last 26 years, dating from when he opened the Singapore office of Horwath Asia Pacific. He joined Horwath in the early 80's, and was based in Hong Kong prior to his move to Singapore.



**Bryan Lunt**  
Absolute World Group

Bryan Lunt is a true pioneer in the mixed-use resort development industry, having driven the Absolute World Group to become one of Asia's leading shared ownership brands.

Founded in 1998, Bryan's vision to create a widely acclaimed vacation and shared ownership offering has driven the Absolute World Group to become a multi-award-winning global organization. Now, enjoying their 20th anniversary year, the Group has developed an award winning boutique resort collection of their own in Thailand.

Following their successful launch of one of the first hotel ownership collections in Asia in 2009, Bryan and his team had the foresight to found the AOCAP Conference, sharing ideas and promoting the correct growth of the industry in Asia and worldwide, passing the reigns to HICAP in 2014, the team are delighted the conference continues with momentum and passion into its 10th year and beyond.

Born in England, Bryan is extremely health conscious and has implemented companywide wellbeing initiatives, providing staff with alternative therapies and launching [www.180wellness.asia](http://www.180wellness.asia) at their recently completed flagship resort Absolute Twin Sands Resort & Spa. Bryan is based in Hong Kong with his young family, from where he continues to drive the group to new heights.



**Jonathan Mills**  
RCI Asia Pacific

Jonathan Mills is the Managing Director of the Asia Pacific and India regions of RCI, the global leader in vacation exchange with more than 4,300 affiliated resorts in 110 countries and part of the Wyndham Destinations family. Mills is a member of RCI's senior leadership team, leading the execution of strategic priorities across the Asia Pacific and India markets. He plays an instrumental role in driving business growth and delivering on-going value to both RCI members and affiliates in this thriving region. Effective 1 March, 2018, Mills is responsible for the leadership and strategy of DAE's business globally.

Mills' previous experience includes a decade-long tenure with InterContinental Hotels Group (IHG), where he most recently served as Head of Operations for Holiday Inn Express and IHG Shared Services based in Bangkok, Thailand. During his 25 year career, he has also worked for renowned companies such as Forte & Le Méridien Hotels and Resorts, Sodexo Prestige and Hilton International.

Mills is the Vice President of the Asia Pacific Resort Development Organization (APRDO) and Director of the Australia Timeshare and Holiday Ownership Council Limited (ATHOC). He also sits on the board of the New Zealand Holiday Ownership Council (NZHOC).



**William F. Minnock**  
Marriott Vacations Worldwide

Bill Minnock is Managing Director Asia Pacific for MVW. The company has three resorts in Thailand, one resort in Surfers Paradise Australia and one in Bali, Indonesia. It has Marketing & Sales operations in these countries plus Japan, China and Hong Kong. He joined MVW Asia Pacific in September 2014 and has been focused on expanding the company's footprint in the region.

Prior to his current role, Bill worked for Marriott International for 31 years in numerous leadership positions. He has extensive experience in real estate development and led MVW's Resort Development group from 1994 to 2001. He has also worked in senior roles in Global Operations, Asset Management, Architecture and Construction and Finance. He was the General Manager of the Bethesda Marriott hotel.

Bill is actively involved in establishing the regional timeshare organization for the Asia Pacific region and is President of the recently launched Asia Pacific Resort Development Organisation.

From January to July, 2014, he served as Executive in Residence for the School of Hotel Administration at Cornell University and lectured at the Cornell and George Washington University. He currently is the President of the Cornell Hotel Society Executive Board and a Member of the Hotel School's Deans Advisory Board and the Cornell University Council.

He attended Cornell University, received a Bachelor's degree in Hotel Administration and an MBA.

Bill and his wife Debra have five children and currently reside in Singapore.



**Howard Nusbaum**  
ARDA

Howard C. Nusbaum has served as President and CEO of the American Resort Development Association (ARDA) since 2000. Over the past thirty years, he has held executive hotel positions in the private sector as well as executive positions in not-for-profit association management. Howard's role at ARDA includes serving as President of the ARDA Board of Directors, the ARDA International Foundation (AIF) Board of Trustees, and the ARDA-ROC Board. He also serves as Publisher for ARDA's *Developments* magazine, the premier voice in the timeshare industry published 10 times a year.

Outside of ARDA, Howard serves on the Board of Directors of the U.S. Travel Association. Howard is also a frequent speaker on the timeshare and vacation ownership industry, and has presented at the Shared Ownership Investment Conferences in both Asia and the United States. He is a sought-after presenter on financial, international, and vacation ownership topics.

He is a graduate of the University of Cincinnati and the Institute for Organization Management at the University of Notre Dame.

Howard is a passionate advocate for the shared ownership industry, and believes that timeshare is a better way to vacation.



**Gisle Sarheim**  
Hilton Grand Vacations

Gisle Sarheim serves as Hilton Grand Vacation's Vice President of Development for Asia Pacific. In his role he is responsible for the company's acquisition and development activities, as well as development strategy, in Asia Pacific. Prior to joining Hilton Grand Vacations in 2016, he served as Hilton's head of real estate in Asia Pacific, where he was responsible for the company's real estate portfolio in the region, including acquisitions, dispositions and joint ventures. Mr. Sarheim also oversaw Hilton's Feasibility and Investment Analysis group for Asia Pacific and the Middle East.

A veteran of Hilton, Mr. Sarheim, prior to moving to Singapore in 2011, was based at Hilton's international headquarters in the UK, overseeing a complex real estate portfolio of assets in Europe, Africa, and Asia Pacific. Mr. Sarheim currently serves as Secretary of the Executive Committee of Asia Pacific Resort Development Organisation (APRDO), where he was also a founding member. Mr. Sarheim has also served as a board member and Secretary of the Hospitality Asset Managers Association (HAMA) Asia Pacific. He is a graduate of the Swiss hospitality school École Hôtelière de Lausanne (EHL). Mr. Sarheim resides in Singapore with his wife, Lara, and their three active boys.



**Joe Sita**  
IFA Real Estate Services

After eight years in the CEO position for IFA Real Estate Services (IFA RES), Sita recently transitioned to his current role as Vice Chairman, while retaining the position of CEO of Aria Vacation Club. An accomplished C Suite executive, Sita brings more than 38 years' experience to his roles within the IFA Group, which has an asset portfolio operating in the Middle East, North America, Europe, South Africa and Asia.

Prior to joining IFA in 2010, Sita was the founding CEO of Istithmar Hotels, a position he held for four years. During that time and under his leadership Istithmar Hotels amassed a global portfolio of hotel assets valued at approximately US\$4 billion. While in this role, Sita sat on the board of Kerzner Ltd, and was also Chairman of Corinthia Hotels International.

Before moving to Dubai in late 2005, Sita was Singapore based where he held the role of Executive Vice President of Development for Carlson Hotels Asia Pacific, a post he held for 4 years. Sita also spent 13 years at Accor Asia Pacific (1988 – 2001) where he held positions ranging from hotel General Manager and Director of Operations to Head of Development. Sita's last role at Accor was as CEO of Accor Vacation Club, which he founded in 1999.

Between 2011 – 2014 Sita held the role of non-executive Chairman of the Supervisory Board of Best Hotels Properties a.s., a Slovakian listed hotel investment company that has ownership interests in some of eastern Europe's best hotels including the Kempinski Baltshug, Moscow and the Hotel InterContinental, Prague.



**Filippo Sona**  
Drees and Sommer

Filippo Sona is one of the most recognized names in the global hospitality consultancy community having carried out work in more than 28 countries for the past 25 years. From UK to Europe, Middle East, Africa and USA he has carried out more than 735 hospitality projects ranging from market & financial feasibilities, valuations, operator selection, project management and strategic asset management. Filippo's understanding of management agreements has been an invaluable skill to global law firms as an expert witness and advisor in commercial negotiations. Filippo is a regular speaker at international hotel investment conferences and writes for many international hospitality publications. Filippo is an associate member of RICS and holds an MBA from Oxford Brooks University and an Honours Degree in Hospitality Management from the University of West London.



**Gary Spero**  
Local Measure

Gary Spero is a member of the founding team at Local Measure, having started with the company in 2012. Prior to this, Gary worked with Local Measure's Founder and CEO Jonathan Barouch at e-commerce business, Fast Flowers, in an operations role.

Gary was a committee member for the Young Business Forum in Sydney, where he played a role in helping young business professionals connect with industry leaders.

In his current role, Vice President Asia, Gary is responsible for growing Local Measure's business throughout Asia and driving high levels of service tailored to the specific needs of Local Measure's clients in the region. Since Local Measure established a physical presence in Singapore, Gary's team have grown relationships with key brands including AccorHotels and The National Heritage Board.



**Robert Williams**  
Withersworldwide

Robert heads Withers' Asia Pacific Hotels & Hospitality practice and works from the firm's Sydney and Singapore offices, advising clients on transactions across Asia Pacific.

As a leading lawyer for commercial and transactional matters in the hotels and hospitality industry, Robert speaks regularly at industry conferences throughout the Asia Pacific region.

Robert's leads a team of lawyers with sector-leading experience. They are retained by hotel owners and hotel operators (both global and regional) on; hotel and resort sales, acquisitions and financing; hotel development- advising on fund and project structuring, including for mixed use sites and joint ventures; hotel management agreements, acting for property developers, owners, and hotel operators; investment structuring and capital raising for hotel funds; hotel operating leases and franchise arrangements, including master franchise/platform transactions, and, fractional ownership schemes - advising clients on establishing new shared ownership schemes and existing operators on development opportunities and regulatory matters.

With long standing relationships in the sector, Robert and his team are uniquely placed to help clients unlock opportunities on hotel and resort deals in Asia Pacific.



**Soon Hwa Wong**  
PATA

Soon Hwa has over 38 years of extensive experience in the Asia Pacific tourism and hospitality industry. After a long and successful corporate career, he founded Asia Tourism Consulting to provide advisory and consulting services to commercial and not for profit enterprises. Currently, he is consulting for a major development project in Yunnan to enhance two-way tourism between Yunnan and ASEAN in the One Belt, One Road initiative. As part of paying forward, he is providing pro-bono services in mentoring startups and university students in his alma mater besides serving in several social committees.

He started the Hertz Asia Pacific office in Singapore in 1993. As Vice President – Asia, he built a comprehensive regional network, reinforcing Hertz 's position as global market leader. He spent 3 years in Shanghai from 2007 to 2010 and opened the first 100% foreign owned car rental company in China. After Hertz, as Regional Director – Asia Pacific, he helped Blacklane GmbH established the Singapore regional office and built a service network covering some 80 cities. Blacklane is a new tech professional chauffeur drive service provider offering rides in over 500 airports in some 250 cities in 50 countries globally.

Prior to Hertz, he was Regional Manager – South East Asia for Air New Zealand, GM Marketing of Mansfield Travel and Deputy GM Avis Singapore. A Bachelor of Business Administration graduate of the National University of Singapore, he is also a Fellow of the Chartered Institute of Marketing UK and attended the Stanford Executive Program. Soon Hwa's long association with PATA dated back to 1996 and had served in various capacities over the years. Presently serving as Chairman of the PATA Singapore Chapter as well as Executive Board Member (non-voting). Recipient of PATA Award of Merit in 2008 and Life Member award in 2018.



**Yichen Zhu**  
Horwath HTL

Ms. Zhu joined Horwath HTL Beijing office since 2013. As the Project Director, she has carried out over 50 market analyses, feasibility studies, and corporate strategy projects throughout China including hotels, theme parks and tourism developments. She also conducted several industry reports collaborated with local tourism bureaus like Zhejiang Hotel and Tourism White Paper and Hainan Hotel Industry White Paper. Ms. Zhu graduated from Ecole Hoteliere de Lausanne with a bachelor degree of International Hospitality Management.



**Jonathon S. Zink**  
BHN

Jonathon Zink is managing director of Burba Hotel Network (BHN) based in California. BHN is a division of Northstar Travel Group – the leader in reaching the most important audiences in the travel industry. Jonathon leads the operations for the hotel and tourism investment conferences produced by BHN around the world. Program development, event growth, and special projects such as operational processes and new business opportunities also fit under his management. BHN has successfully completed over 150 conferences in 22 countries, where nearly 100,000 delegates from around the world have come together to network, conduct business, and learn about the latest trends.

Most recently, Jonathon was manager, strategic business unit for The Soneva Group based in both the Maldives and Thailand. With Soneva, he worked in cross-functional teams to develop and implement group-wide initiatives, analyzed and recommended solutions for new projects/business opportunities, and reported directly to the chairman & CEO. The Soneva Group is a successful luxury collection of world-class resorts that sets the benchmark for responsible tourism through its SLOW LIFE philosophy.

Jonathon holds an MBA from the International University of Japan (IUJ) in 2013 and a BA from *The School of Hospitality Business* at Michigan State University (MSU) in 2004. In addition to being an active IUJ alumnus, he serves on the Real Estate Investment Management Advisory Council at MSU.