



"This is a very exciting point in time. We have the opportunity to create astounding environments that connect new technologies and multi-faceted lifestyles with the traditional goals of delivering great design and experiences."

# Michael D. Linczyc

Michael Linczyc's hallmark of success is his ability to translate sophisticated business strategy, design knowledge, and competitor insights into tactical business plans and customer-centric design solutions that have delivered substantial gains in revenue, profit, and ROI for clients in the intensely competitive luxury and lifestyle sector.

"It is a privilege and my good fortune to be involved in an industry that has such a positive impact on the lives of peoples, cities and the global economy." With 25 years of leadership experience, Michael has excelled over an extended period of time both as a Managing Director and as the Transformation Catalyst for new business methodologies, new ventures, and new opportunities in large, geographically dispersed markets and regions. An expert in influencing how individuals spend their leisure time, Michael's ability to work collaboratively and constructively within the often complex framework of exacting clients has been a driving force in his career and contributed to his stature globally as a force in architectural design and real estate development.

Without doubt, Michael's greatest achievement has been his unwavering ability to seamlessly lead through change, transition, revolution, innovation, and action. He and his teams have consistently delivered profitable and sustainable world-class destinations to clients that have delivered a market advantage and enabled them to outpace and outperform their competition.

Michael's career has supported substantial global luxury and lifestyle companies as they transitioned and repositioned themselves, continually evolving their corporate vision, brand, image, and goals.

In acknowledgement of his remarkable leadership capabilities, he has been hand-chosen for several highprofile assignments and has been a key member of teams that have earned numerous industry accolades, including multiple Gold Key Awards for Excellence in Hospitality Design.

Others have characterized Michael as an energizing and engaging business leader, equally successful in building collaborative partnerships with senior client executives, Boards of Directors, and investors as well as front-line operating teams around the globe. He is a unique combination of strategist, visionary, operating executive, and entrepreneur.

A noted keynote speaker with recent engagements in the USA, Australia, and China, Michael strongly supports developing the next generation of leaders in an organization and plays an important role in acting as a lifelong mentor to the teams he oversees.

An avid runner, Michael and his wife live with their two children in the greater New York area.

"The best part is listening to a Client's goals, ideas and aspirations and then challenging myself and the team to deliver a solution beyond everyone's expectations."



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#### LEADERSHIP IN REAL ESTATE DEVELOPMENT.

#### CONSTRUCTION AND DESIGN SOLUTIONS IN THE LUXURY & LIFESTYLE SECTOR

An energizing and proven leader in the hospitality industry with 25+ years 360-degree global expertise in real estate development, architecture, design and construction.

Constantly seeking new and greater challenges, consistently demonstrating the creativity, drive and determination to deliver outstanding, award winning, high profile developments, ranging from \$50m to \$5bn, with a track record of empowering sustainable, collaborative world class teams to lead and dominate their key markets.

**Experience** 

Montpelier Estate,

MLX Consulting

2002 - 2008 2014 - To Date

Founder & Principal

**Projects** 

Guiding developers to create engaging, experience-driven, sustainable and profitable environments.

Assembling world-class teams to deliver actionable strategies covering design, feasibility, branding and development management with a focus on driving participation and sharing in diverse markets.

**Consulting Clients:** 

Pico PRO Inc

2015 - 2016

President & CEO

A passion to create unique experiences and environments that are engaging and profitable. Antigua Established a new business division for Pico Group, one of Asia's leading brand activation, Food Theatre Concept events and exhibition company; focused on the hospitality, restaurant, real estate and retail B/spoke Solutions industries.

**Kushner Companies** 

Feb-Dec 2007 2002 - 2003

EVP. Managing Director VP, Design & Development

Diversified real estate company, with \$10bn of residential, office and hospitality portfolio investments Recruited by the Principals to establish the hospitality group, execute a strategic action plan and manage all aspects of investments and developments.

Mondrian Scottsdale Mondrian South Beach

Puck Building, NYC

Westminster Hotel, NJ

Mondrian/Delano I V

**Morgans Hotel Group** 

**EVP**, Development

Creators of the boutique hotel segment, owner / manager of 13 hotels in the United States and Europe. Spearheaded ground up construction for new properties in South Beach, Scottsdale and Las Vegas and renovations to existing properties in London, Los Angeles and Miami.

Mixed-Use Development Doha Qatar

James Hotel Scottsdale

James Hotel Chicago

W Hotel Times Square NY

Blue Fin, Chicago

Blue Fin Restaurant

Whiskey Bar

Jun - Oct 2005

Director, Hospitality Development

Largest architecture and engineering infrastructure designers and project managers in the Middle East. Owner's Representative for \$300m mixed-use 5\* hotel/condominium & retail development in the

Diplomatic District in Doha, State of Qatar, on behalf of the client, the Minister of Finance.

James Hotels / BR Guest

**KEO International** 

2003 - 2004

SVP, Development

Leading restaurant group with properties in New York and Las Vegas expands into hotels and resorts. Identified, retained and directed the consultant teams for design, sourcing and construction projects across the United States, including hotel renovations, repositionings and new builds.

Starwood Hotels & Resorts

Project Director, Architecture & Construction

One of the largest hotel companies in the world, owns and operates 1,100+ hotels in 93 countries. Managed all aspects of design and construction including consultants, contracts, permits, site operations and tenant coordination for \$60m flagship W Times Square Hotel

Presidential Palace, Abu Dhabi

20 Hotels in Makkah, KSA

Yanqi Lake, Beijing

**Rockwell Group Architecture** 

**Wilson Associates** 

Principal, Corporate Director of Development

Leader in hospitality interior design for luxury hotels and resorts, with 350 staff in 7 international offices. Executed a detailed strategic plan for business and corporate development, enhancing project and studio leadership and represented the firm on its largest high-profile international projects.

1997 - 2001

2008 - 2013

**Associate Director** 

New York's go to designers for unique immersive environments for hospitality, culture and entertainment. Directed and mentored the dozen project managers, architects and designers within my studio, responsible for budgets, schedules, client liaison, presentations, manpower and profitability.

Samba Grill, LV Cirque de Soleil, HKG

# Michael D. Linczyc

Projects	New York Palace Hotel	1995 - 1997	Owner's Representative		
New York Palace Hotel	Purchased by the Brunei Investment Authority, Amedeo Hotel Group acting as asset managers.				
Le Cirque 2000	Key member of the management team responsible for the \$120M renovation of the 55 story, 950 room, 5* Star Hotel, including the renovation of the interiors of the landmark historic Villard House.				
Harrods Opticians	Linczyc Oppenheim Architects	1991 – 1995	Principal & Co-Founder		
Park House Hotel	Established innovative UK architectural and interiors practice focused on offices, retail and hospitality.				
Daisen Golf Club Japan	Asahi Juken Company 1990 – 1991		Senior Architect		
	The European headquarters of a leading Japanese developer of condominiums, hotels and golf courses.				
Exchange House	Skidmore, Owings & Merrill	1989 – 1990	Senior Architect		
	London office of one of the most influential global multi-disciplinary architecture and engineering firms.				
ICI World HQ, London	GMW Partnership 1985 - 1988 Senior Archit		Senior Architect		
Texaco, Canary Wharf	Prestigious UK practice with award-winning experience on offices, urban redevelopment and airports.				
Qualifications	University of Dundee, Scotland	1982 - 1987			
	Bachelor of Science (Arch)	Bachelor of Architecture (Hons)	ARB Chartered Architect (UK)		
Awards	Industrial Design Excellence Award 2000		Samba Grill, Las Vegas		
	Gold Key Awards for Excellence in Hospitality Design 2001		Alma de Cuba, Philadelphia		
	Gold Key Awards for Excellence in Hospitality Design 2002		Blue Fin, New York		
	Hospitality Design Winner Upscale Hotel Award 200		Westminster Hotel, New Jersey		
Speaking	Boutique Design Conference, New York 201		Hi Tech High Touch		
Engagements	DesignInn Symposium, Sydney, Aust	tralia 2012	The Asian Century		
	International Hotel Investment Foru	m, Macau 2011	Great Design Good Business		
	US Chamber of Commerce, Housto	on 2010	US Saudi Design Symposium		
	HD Boutique Exposition, Miami	2008	Boutique Design What's Next		
Achievements	DEVELOPMENT MANAGEMENT	PROJECT MANAGEMENT	CONSTRUCTION MANAGEMENT		
	Led world-class consultants	Principal-In-Charge	Mobilized PM/CM teams to complete		
	to deliver feasibility study for	of 100 member multi-disciplinary	\$250m of construction on multiple		
	\$300m mixed-use	team for \$4bn Presidential Palace	new build and renovation		
	development in under 5 months.  KEO INTERNATIONAL	Project, Abu Dhabi. WILSON ASSOCIATES	projects across the US.  MORGANS HOTEL GROUP		
	OPERATIONS	BUSINESS DEVELOPMENT	STRATEGY / BRANDING		
	Grew management and operations team from Zero to 65 in 3 months.  KUSHNER COMPANIES	Generated over \$35m of billable revenue in US, China and Middle East during 5 year plan.  WILSON ASSOCIATES	Authored and presented development strategy to Government of Antigua with \$60m+ direct economic impact.  PICO PRO		

Mobilizing, mentoring and motivating multi-disciplinary teams

for 25+ years

to consistently deliver **authentic**, **remarkable** and **sustainable** experiences and environments across different cultures, markets and industries.















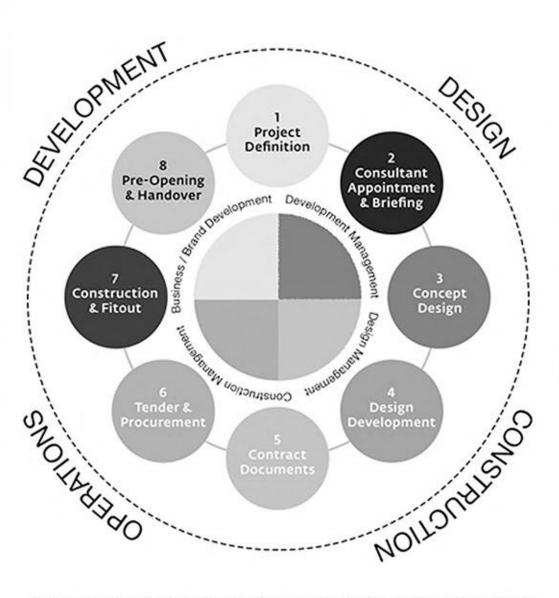






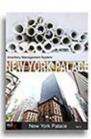
















VISIT WWW.MLXCONSULTING.COM TO VIEW COMPLETE PORTFOLIO







### Michael D. Linczyc - APPENDIX

PROJEC	CT LIST	TO VIEW PROJEC	TS IN DETAIL VISIT WWW.MLXCONSULTING.COM
1986	Imperial Chemical House London SW1	Offices	Construction Drawings
1987	Eagle House London EC3	Offices	Concept Design, Presentations
1988	Builder House London EC1	Offices	Concept Design, Planning Approvals
1989	Broadgate, Phase 14 London EC2	Offices	Planning Approvals, Schedules
1990	Exchange House London EC2	Offices	Detail Design, Construction Administration
	Canary Wharf B1, B2 London E14	Offices	Detail Design, Services Coordination
	Daisen Golf Club House Japan	Hotel	Tender Drawings, Cost Analysis
1991	Hiroshima Golf Club Japan	Hotel	Materials/Cost Analysis, Design
	Namba Hotel Japan	Hotel	Cost Analysis, Schedules
	Whinkleys Wharf London E14	Masterplan	Concept, Design, Schedules, Presentations
1992	Cabot Sq, Canary Wharf London E14	Retail	Design, Approvals, Construction Administration
	Bristol, Brent Cross, Kingston, Tunbridge.	Retail	Design, Approvals, Construction Administration
1993	Kings Road Chelsea London SW3	Retail	Design, Approvals, Construction Administration
	Harrods Knightsbridge London SW1	Retail	Design, Approvals, Construction Administration
1 <b>994</b>	Park House Hotel London W2	Hotel	Interior Design, FF&E Purchasing
	Euro Retail Park Ipswich UK	Retail	Site and Building Masterplan
	Stephenson Way London NW1	Offices	Interior Renovation, Construction Administration
1995	Directory of Social Change London NW1	Offices	Interior Design, Project Management
	Central London County Court	Renovation	Feasibility, Design, Landmark Approvals
	New York Palace New York	Hotel	Owner's Rep, FF&E Purchasing, Cad Manager
1996	Le Cirque 2000 New York	Restaurant	Owner's Rep, Project Manager
1997	Planet Hollywood Cannes, Munich	Restaurant	Project Manager, Construction Administration
	Planet Hollywood Prague, Dublin	Restaurant	Project Manager, Construction Administration
4000	Planet Hollywood Zurich, Rome	Restaurant	Project Manager, Construction Administration
1998	Planet Hollywood Kuala Lumpur	Restaurant Retail	Project Manager, Construction Administration
	Official All Star Orlando Cafe Milan London SW3	Restaurant	Fixture Development, Approvals
1999	Planet Hollywood Hotel New York	Hotel	Interior Design, Project Coordination Public Areas/Guestroom Design
1999	Samba Grill Las Vegas	Restaurant	Design, Construction Docs/Administration
	City Grill London NW1	Restaurant	Interior Design, Project Coordination
2000	Istanbul Restaurants Turkey	Restaurant	Project Inception, Concept, Presentation
2000	Heron City Lisbon Portugal	Masterplan	Inception, Master Plan, Presentation
	Crayola Creativity Works Concept	Retail	Inception, Concept, Presentation
	Cirque Du Soleil Hong Kong	Masterplan	Project Manager, Design, Presentation
	Equinox - 420 Lex Ave New York	Health Club	Project Manager, Design, Construction
2001	Alma de Cuba Philadelphia	Restaurant	Associate in Charge, Design Docs
	Estee Lauder - Origins Concept	Retail	Associate in Charge, Concept Development
	Django - 480 Lex Ave New York	Restaurant	Associate in Charge, Schedule
	455 Central Park West New York	Residential	Project Inception, Contract, Schedule
2002	W Hotel Times Square New York	Hotel	Project Director, Design & Construction
	Blue Fin New York	Restaurant	Project Director, Design & Construction
	The Whiskey New York	Nightclub	Project Director, Design & Construction
2003	Westminster Hotel New Jersey	Hotel	Owner's Rep, Design, Development, Operations
	Strip House Restaurant New Jersey	Restaurant	Owner's Rep, Design, Development
2004	James Hotel Scottsdale	Hotel	Owner's Rep, Design & Construction
	Fiamma Trattoria Scottsdale Arizona	Restaurant	Owner's Rep, Design & Construction
	Ruby Foo's Union Square New York	Restaurant	Project Director, Design & Construction
	Blue Water Grill Chicago	Restaurant	Project Director, Design & Construction
	Block 22 Wine Store New York	Retail	Project Director, Concept, Design, Construction
	James Hotel Chicago Illinois James Hotel Los Angeles California	Hotel/Condo Hotel/Condo	Owner's Rep, Design & Construction Owner's Rep, Master Plan, Design & Development
2005	Doha Diplomatic District, Qatar	Mixed-Use	Owner's Rep, Master Plan, Design & Development
2000	Mondrain / Delano Las Vegas (2010)	Hotels	Owner's Rep, Master Plan, Concept & Design Manager
2006	Suka Restaurant/Bungalow 8, London	Restaurant	Owner's Rep, Concept, Design & Construction Manager
2000	Mondrian South Beach, Miami	Hotel/Condo	Feasibility, Negotiation, Design and Development
2007	Mondrian Scottsdale, Arizona	Hotel	Owner's Rep, Concept, Design & Construction Manager
	Puck Building New York	Mixed-Use	Owner's Rep, Master Plan, Design & Development
2008-09	_	Mixed-Use	Business Development, Concept, Master Planning,
2010	Palatial Private Residence	Residential	Principal-in-Charge
2011	Presidential Palace Abu Dhabi	Palace	Principal-in-Charge
2012	Makkah, Saudi Arabia (20 Hotels, 12,000 rooms)	Hotels	Principal-in-Charge
2013	Yanqi Lake Beijing (Hotel, 5 Presidential Villas)	Hotels	Principal-in-Charge
2014	Ibiza, Cannes, Marseille, Riyadh & Kuwait	Restaurants	Owner's Rep, Concept, Design, Construction
2015	Coleburn Distillery, Nomad Hotel, New York	Mixed-Use	Strategic and Experience Consulting, Concept, Branding
2016	Hospitality Concept, Dubai, Antigua Projects	Mixed-Use	Strategic and Experience Consulting, Concept, Branding

#### **Development Management**

**ROLE & RESPONSIBILITIES:** 

Owner's Rep for hospitality and largescale mixed-use developments.



Management of the development process included responsibility for analysing and directing outside consultants with regard to financial feasibility, P&L projections, lease negotiations and identifying and retaining consultants, partners and operators.

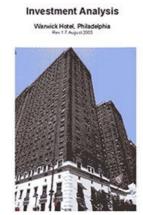


MIXED-USE: ENTERTAINMENT Cirque du Soleil Complex, Hong Kong

CIRQUE DU SOLEIL.









INVESTMENT & FEASIBILITY ANALYSIS

DESCRIPTION:



MIXED-USE: HOTEL, BANQUET RESTAURANT, NIGHTCLUB Puck Buildina. New York







**STARR** RESTAURANTS





MIXED-USE: HOTELS, RESTAURANTS, RETAIL, NIGHTCLUB Mondrian & Delano Hotels, Las Vegas

BOYDGAMING

MORGANS HOTEL GROUP





HOTEL: RESTAURANT James Hotel, Scottsdale James Hotel. Chicago



HOTEL: RESTAURANT: BANQUET

HOTEL: RESTAURANT: NIGHTCLUB W Times Square, New York

Westminster Hotel, Livingston, New Jersey











MIXED-USE: LEISURE, ENTERTAINMENT Heron City, Lisbon - Portugal















RESIDENTIAL

Doha, State of Qatar





starwood





quest











Cravola

**Block 22 Wine** 

**Origins** 

**RETAIL CONCEPTS** 

Coca-Cola

**Disney Westside** 

Equinox

#### Strategic Planning

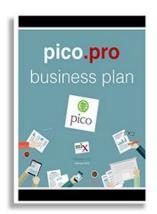
**ROLE & RESPONSIBILITIES:** 

Working directly for leading developers, investors and operators across the globe..



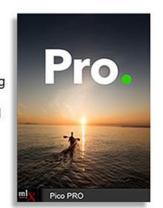
#### DESCRIPTION:

Strategic planning is all about finding the balance between the brand, the brief and the business plan. Focused primarily on creating the optimum guest experience, the design of environments are driven by encouraging participation and sharing.



Invited by the CEO and board of Pico Group to articulate the vision, mission and business plan for a new operating unit based in New York. Pico is one of the leading brand activation companies; with 2,400 employees in 40 offices across the globe, they specialize in exhibitions, events, marketing and branding for some of the largest corporations across the globe.

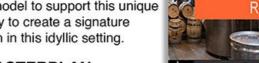
Backed by a detailed analysis of the opportunity to establish a division focused on hospitality consulting, the business plan established the culture, structure, resources and financial benchmarks for running the business as a standalone joint venture with MLX Consulting.



### **BUSINESS PLANNING, OPERATIONS & DEVELOPMENT**



Located in the southeast of Antiqua, the Montpelier Estate is 200 acres of undeveloped land owned by the founders of the Antigua Distillery. The creative presentation and feasiblity reports looked in detail at the branding, programming and financial model to support this unique opportunity to create a signature destination in this idyllic setting.



Development management and concept planning for a proposed 5 Star hotel and condo development in midtown Manhattan.



MASTERPLAN

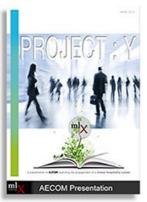
Starting with a blank sheet of paper and a vision to create a destination dining and entertainment venue, Food Theatre explores the creative, programming, branding and experiental roadmap of possibilities within the rich context of food. dining, theatre, entertainment and education.





A brief from the Prime Minister, Minister of Tourism and Cabinet of Antigua & Barbuda to look at the Caribbean's premier nautical event - Antigua Sailing Week regatta. The presentation, given to Cabinet, covered the opportunity to turn the event into an island-wide festival and create an event tourism plan to promote the island to the broadest possible markets.

#### **EVENT CREATION/MARKETING**



CONCEPT CREATION

< A presentation to AECOM examining the opportunities to develop a focused hospitality group across their multi-disciplinary businesses. RoomPlus is a business plan

to bring turn key design/build solutions to hotel and residential developers. >





An experience-driven approach to the ideation/ inception phase of a large scale mixed-use hospitality development in Dubai for MGM and WASL. The workshop brought together different viewpoints and agendas to kick-off this exciting project.

#### WORKSHOP



### New York Palace Hotel, New York City

#### **ROLE & RESPONSIBILITIES:**

Owner's Rep for restaurants and kitchens Managed guestroom reno and purchasing.









Complete renovation of the 55 story midtown tower and historic Villard Houses to create a 5\* luxury hotel with 896 rooms and 80 suites, 22,000sqft banqueting facility, 7,000sqft club and spa, an two restaurants, including the legendary Le Cirque.





DESCRIPTION:











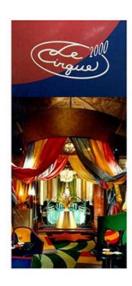
















### Jabal Omar Development, Makkah, Saudi Arabia

**ROLE & RESPONSIBILITIES:** 

Principal-in-Charge

WILSON **///** ASSOCIATES



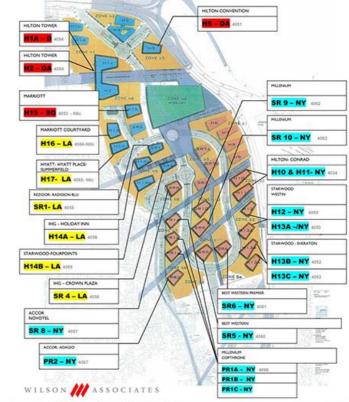
Negotiated contracts and coordinated multi-office design teams.

#### DESCRIPTION:

The JODC site is adjacent to the holiest site in Islam and consists of a \$3.5bn redevelopment of the infrastructure of this entire district. The scope for Wilson Associates includes the interior design of 20 hotels (14,000 keys) and 40 restaurants.



























### Presidential Palace, Abu Dhabi, UAE

#### **ROLE & RESPONSIBILITIES:**

Principal-in-Charge, design approvals, identified / retianed all consultants and on-site PM and CM staff.



#### DESCRIPTION:

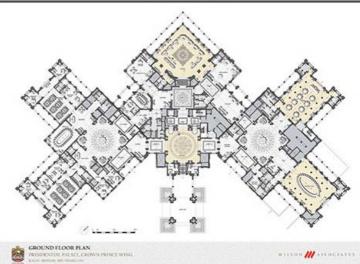
Interior Design for Crown Prince Wing and Vice President Wing of the new Presidential Palace for the United Arab Emirates. Managed by the Ministry of Presidential affairs, the complex interior covers 1.6m sqft and will cost in the region of \$4bn.



















## Yanqi Lake Development, Beijing, China

**ROLE & RESPONSIBILITIES:** 

Principal-in-Charge

WILSON /// ASSOCIATES





Negotiated contracts and coordinated multi-office design teams.

#### DESCRIPTION:

The future venue for the G20 Summit, Yanqi Lake consists of a Kempinski Hotel with 307 rooms, a State Guest House with 111 rooms, 12 boutique villa hotels, a subtanial conference center and meeting facilities and 14 Food & Beverage outlets.





















### Exchange House, Broadgate, City of London

**ROLE & RESPONSIBILITIES:** 





DESCRIPTION:

Architectural cladding and lobby interiors. Detail design and construction administration.

### Broadgate is a major development masterplanned by SOM on behalf of Rosehaugh Stanhope. The key to Exchange House are the four massive steel arches which suspend the eleven storey over a 78 meter span over Liverpool Street Station.















