

LEADERSHIP IN REAL ESTATE DEVELOPMENT,

CONSTRUCTION AND DESIGN SOLUTIONS IN THE LUXURY & LIFESTYLE SECTOR

An energizing and proven leader in the real estate development and hospitality industry with 30+ years 360-degree global expertise in master planning, development, operations, project, design and construction management.

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 **NEOM - Trojena** Sept 2022 - To Date **Director of Development**

Trojena The Mountains of NEOM is an iconic world class ski and all season destination built in the natural splendor of northwestern Saudi Arabia. Establishing a development team to support the vision of creating the ultimate luxury residential community for ultra high net worth and VVIP Clients within the Kingdom and the broader region, my role is to lead and manage a team of the world's most creative architects and interior designer to deliver 120 incredible homes ranging from 1,00 to 20,000 square metres.

MLX Consulting 2002 – 2008 2014 – To Date **Founder & Principal**

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: **The Hardy Group** June 2019 – Mar 2022 Managing Director

Edition Hotel New York The leading hospitality development services consultancy in the United States. Providing a comprehensive service platform from deal formation through inception, design, construction to opening for owners, developers, investors and sovereign wealth funds focused exclusively on hotels, restaurants, resorts and mixed-use projects.

Pier 66 Hotel & Marina, Florida **Tavistock Development** June 2017 – Oct 2018 Director of Hospitality Development

Montpelier Estate, Antigua A master-planned community developer in Florida expanding into mixed-use and hospitality projects. Managing the \$600m investment in the redevelopment of 35 acres of Fort Lauderdale Beach at Pier 66 into a destination resort hotel and marina including condominiums, retail, offices and marine facilities.

Food Theatre Concept B/spoke Solutions **Pico PRO Inc** 2015 - 2016 President & CEO

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

Puck Building, NYC Westminster Hotel, NJ **Kushner Companies** Feb-Dec 2007 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 Mondrian/Delano LV **Morgans Hotel Group** 2005 - 2007 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 **KEO International** 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 Hotel Scottsdale James Hotel Chicago Blue Fin, Chicago **James Hotels / BR Guest** 2003 - 2004 SVP, Development

Established restaurant group 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, repositioning and new builds.

W Hotel Times Square NY Blue Fin Restaurant Whiskey Bar **Starwood Hotels & Resorts** 2001 - 2002 Project Director, Architecture & Construction

Now part of Marriott Hotels, with 30 brands and 7000+ properties across 131 countries. Managed design and construction including consultants, contracts, permits, site and tenant coordination for W Times Square Hotel.

Presidential Palace, Abu Dhabi 20 Hotels in Makkah, KSA Yanqi Lake, Beijing **Wilson Associates** 2008 - 2013 **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.

<p>Samba Grill, LV Cirque de Soleil, HKG</p>	<p>Rockwell Group Architecture 1997 - 2001 Associate Director</p> <p>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.</p>															
<p>New York Palace Hotel Le Cirque 2000</p>	<p>New York Palace Hotel 1995 - 1997 Owner's Representative</p> <p>Purchased by the Brunei Investment Authority, Amedeo Hotel Group acting as asset managers. 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.</p>															
<p>Harrods Opticians Park House Hotel</p>	<p>Linczyc Oppenheim Architects 1991 – 1995 Principal & Co-Founder</p> <p>Established innovative UK architectural and interiors practice focused on offices, retail and hospitality.</p>															
<p>Daisen Golf Club Japan</p>	<p>Asahi Juken Company 1990 – 1991 Senior Architect</p> <p>The European headquarters of a leading Japanese developer of condominiums, hotels and golf courses.</p>															
<p>Exchange House</p>	<p>Skidmore, Owings & Merrill 1989 – 1990 Project Architect</p> <p>London office of one of the most influential global multi-disciplinary architecture and engineering firms.</p>															
<p>Qualifications</p>	<p>University of Dundee, Scotland 1982 - 1987</p> <p>Bachelor of Science (Arch) Bachelor of Architecture (Hons) ARB Chartered Architect (UK)</p>															
<p>Awards</p>	<table border="0"> <tr> <td>Industrial Design Excellence Award</td> <td>2000</td> <td>Samba Grill, Las Vegas</td> </tr> <tr> <td>Gold Key Awards for Excellence in Hospitality Design</td> <td>2001</td> <td>Alma de Cuba, Philadelphia</td> </tr> <tr> <td>Gold Key Awards for Excellence in Hospitality Design</td> <td>2002</td> <td>Blue Fin, New York</td> </tr> <tr> <td>Hospitality Design Winner Upscale Hotel Award</td> <td>2004</td> <td>Westminster Hotel, New Jersey</td> </tr> </table>	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	2004	Westminster Hotel, New Jersey			
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<p>Speaking Engagements</p>	<table border="0"> <tr> <td>Boutique Design Conference, New York</td> <td>2012</td> <td>Hi Tech High Touch</td> </tr> <tr> <td>Design Inn Symposium, Sydney, Australia</td> <td>2012</td> <td>The Asian Century</td> </tr> <tr> <td>International Hotel Investment Forum, Macau</td> <td>2011</td> <td>Great Design Good Business</td> </tr> <tr> <td>US Chamber of Commerce, Houston</td> <td>2010</td> <td>US Saudi Design Symposium</td> </tr> <tr> <td>HD Boutique Exposition, Miami</td> <td>2008</td> <td>Boutique Design What's Next</td> </tr> </table>	Boutique Design Conference, New York	2012	Hi Tech High Touch	Design Inn Symposium, Sydney, Australia	2012	The Asian Century	International Hotel Investment Forum, Macau	2011	Great Design Good Business	US Chamber of Commerce, Houston	2010	US Saudi Design Symposium	HD Boutique Exposition, Miami	2008	Boutique Design What's Next
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Achievements

DEVELOPMENT MANAGEMENT	PROJECT MANAGEMENT	CONSTRUCTION MANAGEMENT
<p>Led world-class consultants to deliver business and design master plan for \$600m mixed-use development.</p> <p><small>TAVISTOCK DEVELOPMENT COMPANY</small></p>	<p>Principal-In-Charge of 100 member multi-disciplinary team for \$4bn Presidential Palace Project</p> <p><small>WILSON ASSOCIATES</small></p>	<p>Mobilized PM/CM teams to complete \$250m of construction on multiple new build and renovation projects across the US.</p> <p><small>MORGANS HOTEL GROUP</small></p>
OPERATIONS	BUSINESS DEVELOPMENT	STRATEGY / BRANDING
<p>Grew management and operations team from Zero to 65 in 3 months.</p> <p><small>KUSHNER COMPANIES</small></p>	<p>Generated over \$35m of billable revenue in US, China and Middle East during 5 year plan.</p> <p><small>WILSON ASSOCIATES</small></p>	<p>Authored and presented development strategy to Government of Antigua with \$60m+ direct economic impact.</p> <p><small>PICO PRO</small></p>

Mobilizing, mentoring and motivating multi-disciplinary teams for **25+** years to consistently deliver **authentic, remarkable** and **sustainable** experiences and environments across cultures, markets and industries.

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
1994	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
	Prague, Dublin, Zurich, Rome	Restaurant	Project Manager, Construction Administration
1998	Planet Hollywood Kuala Lumpur	Restaurant	
	Official All Star Orlando	Retail	Project Manager, Construction Administration
	Cafe Milan London SW3	Restaurant	Fixture Development, Approvals
1999	Planet Hollywood Hotel New York	Hotel	Interior Design, Project Coordination
	Samba Grill Las Vegas	Restaurant	Public Areas/Guestroom Design
	City Grill London NW1	Restaurant	Design, Construction Docs/Administration
2000	Istanbul Restaurants Turkey	Restaurant	Interior Design, Project Coordination
	Heron City Lisbon Portugal	Restaurant	Project Inception, Concept, Presentation
	Crayola Creativity Works Concept	Retail	Inception, Master Plan, Presentation
	Cirque Du Soleil Hong Kong	Masterplan	Inception, Concept, Presentation
	Equinox - 420 Lex Ave New York	Health Club	Project Manager, Design, Presentation
2001	Alma de Cuba Philadelphia	Restaurant	Project Manager, Design, Construction
	Estee Lauder - Origins Concept	Retail	Associate in Charge, Design Docs
	Django - 480 Lex Ave New York	Restaurant	Associate in Charge, Concept Development
	455 Central Park West New York	Residential	Associate in Charge, Schedule
2002	W Hotel Times Square New York	Hotel	Project Inception, Contract, Schedule
	Blue Fin New York	Restaurant	Project Director, Design & Construction
	The Whiskey New York	Nightclub	Project Director, Design & Construction
2003	Westminster Hotel New Jersey	Hotel	Project Director, Design & Construction
	Strip House Restaurant New Jersey	Restaurant	Owner's Rep, Design, Development, Operations
2004	James Hotel Scottsdale, Arizona	Hotel	Owner's Rep, Design, Development
	Blue Water Grill Chicago	Restaurant	Project Director, Design & Construction
	Block 22 Wine Store New York	Restaurant	Project Director, Design & Construction
	James Hotel Chicago Illinois	Retail	Project Director, Concept, Design, Construction
	James Hotel Los Angeles California	Hotel/Condo	Owner's Rep, Design & Construction
2005	Doha Diplomatic District, Qatar	Mixed-Use	Owner's Rep, Master Plan, Design & Development
	Mondrain / Delano Las Vegas	Hotels	Owner's Rep, Master Plan, Design & Development
2006	Suka Restaurant/Bungalow 8, London	Restaurant	Owner's Rep, Master Plan, Concept & Design
	Mondrian South Beach, Miami Mondrian	Hotel/Condo	Manager Owner's Rep, Concept, Design & Construction
2007	Scottsdale, Arizona	Hotel	Manager Feasibility, Negotiation, Design and
	Puck Building New York	Mixed-Use	Development Owner's Rep, Concept, Design &
2008-09	Multiple Projects – US & EAME	Mixed-Use	Construction Manager Owner's Rep, Master Plan, Design
2010	Palatial Private Residence	Residential	& Development Business Development, Concept, Master
2011	Presidential Palace Abu Dhabi	Palace	Planning, 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	Principal-in-Charge
2015	Coleburn Distillery, Nomad Hotel, New York	Mixed-Use	Owner's Rep, Concept, Design, Construction Strategic
2016	Hospitality Concept, Dubai, Antigua Projects	Mixed-Use	and Experience Consulting, Concept, Branding Strategic
2017-18	Pier Sixty-Six Hotel & Marina, Fort Lauderdale	Masterplan	and Experience Consulting, Concept, Branding
2019	WET Design, Los Angeles	Mixed-Use	Project Executive, Feasibility, Concept, Design, Approvals
	Edition Hotel, New York, Various US Projects	Hotels	Business Development, Operations, Marketing
			Owner's Rep, Construction and Capital Expenditure