



SUSAN BARRY

**QUEEN BEE AT HIVE MARKETING
HOST AT TOP FLOOR**

Meet Susan Barry, an enthusiastic and visionary leader in the hospitality industry. With her eyes firmly set on the future, Susan's experience is vast and varied, including hotel investment and operations, B2B marketing and communications, and start-ups ranging from an aviation data company to a spa product line. As the host of the acclaimed "Top Floor" podcast, Susan fuels her (and her audience's) curiosity by engaging with experts and influential figures in the industry with a blend of humor and insight. This diverse background and her willingness to push the boundaries of what's possible in hospitality make Susan a dynamic speaker and moderator.

AT-A-GLANCE

2021 - Present: Host + Elevator
Operator, Top Floor

2009 – Present: President + Queen Bee,
Hive Marketing

1999 - 2009: Director of Sales &
Marketing, Starwood Hotels & Resorts

SIGNATURE TOPICS

Comms for Somms: Communications
for Hospitality Professionals

B2B Marketing for Hospitality
Companies

Level Up LinkedIn

***Special skill at moderating panels**

CONTACT



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topfloorpodcast.com





ALEXIS BOWEN

CO-FOUNDER & CEO | ELSEWHERE

Alexis Bowen is a respected expert in the travel and tourism industry and co-founder of Elsewhere, a travel marketplace connecting travelers with local experts worldwide. She has been featured by top publications such as the New York Times, Vogue, and USA Today, and was chosen as the face of Canva's 'Start-up Success Story' in their prime-time international television campaign.

Drawing on her experience working with major industry players, and as a response to the state of the industry, Alexis co-launched Elsewhere in 2021 to shake up the all-too-traditional tourism space with a digital approach, values-driven mission, and direct-to-local model. The company was acquired by Lonely Planet in 2022.

AT-A-GLANCE

Co-Founder & CEO Elsewhere by Lonely Planet:

UCLA Alum, International Development Studies

Career: SXSW, Geographic Expeditions (GeoEx), Voyageurs du Monde, Evaneos

SIGNATURE TOPICS

- Sustainable Travel
- Solo Female Travel, Women in Travel
- Future of Travel
- Building a sustainable business
- Marketplace model
- Brand building and positioning
- M&A
- Startup growth
- Go-to-market Strat

CONTACT



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SALLY BUNNELL

CEO & FOUNDER, NAVISAVI

Sally Bunnell is a full-time digital nomad with 113 countries stamped on her passport. As she traveled the world, she found that her actual experiences were different from what she saw advertised, inspiring Sally to create NaviSavi, the first short form UGC video platform that bridged the gap between wanderlust, recommendations, actual itinerary planning and booking.

Formerly a Senior Vice President at a Record Label for over 20 years, and with +1 Billion cumulative YouTube views on her directing and producing content, Sally has spent her career creating and marketing short-form video content for Millennials & Gen Z, influential artists, and brands around the world. Sally is one of Phocuswright's "Young Industry Leaders in Travel" and speaks about "Short-Form video" "Traveling The World Solo" and "How to Work from Anywhere."

AT-A-GLANCE

2023: Techstars (Cohort 2023)

2021: NaviSavi platform launches.


2005-2021: Music Entertainment & Video
Creative Production Consultant - Major
Record Labels, Artists & Brands

2005: Production & Development & Host
The Late Show with David Letterman
ABC Sports
Radio Networks/TV Correspondant

SIGNATURE TOPICS

- Solo Female Travel
- Video Production & Marketing
- UGC (User Generated Content)
- Short Form Video & Influencers
- Digital Nomadism and Remote Work
- Tech Female Founders

CONTACT

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JUDITH CARTWRIGHT

FOUNDER & MANAGING DIRECTOR, BLACK CORAL CONSULTING

Judith is a hospitality industry veteran with over twenty years of experience. She is the Founder and Managing Director of Black Coral Consultancy.

Judith is known for her innovative and disruptive approach to revenue management, which has helped her achieve outstanding results throughout her career. She is passionate about maximizing profitability and believes that revenue management is a strategic tool for any hospitality company.

Judith's expertise extends to navigating new business ventures, overcoming challenges, and identifying new revenue streams. In her previous roles, she has become a trusted advisor on commercial activities and led high-performing teams to achieve revenue optimization.

AT-A-GLANCE

2021 - present : Black Coral Consulting

2022 - present : Associate Member, ISHC

2021 - present : Chair, Revenue Optimisation Advisory Board, HSMAI ME

2009 - 2021 : Global SVP, Revenue Management and Distribution, Kerzner International (Atlantis Resorts, Mazagan, One&Only, SIRO)

2007 - 2009 : Area Director Revenue Management, Minor Group

SIGNATURE TOPICS

- Total Revenue Optimisation
- Asset Management with a Commercial Lens
- Crisis Management
- Distribution
- Audit and Gap Analysis
- Management Company Reviews
- Commercial Strategies
- New Development Advisory

CONTACT



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ASHLEY CHING

**FOUNDER & CEO
INHAVEN**

Ashley is the Founder and CEO of Inhaven, a professional home furnishings and consumables procurement solution for the vacation rental industry, saving property managers and hosts significant time and money. She has spent her career sourcing products, leading operations and establishing brand standards for Fortune 500 companies. Prior to founding Inhaven, she was the Chief Merchandising Officer at The Company Store, a Home Depot company and head of Global Merchandising Operations at Tiffany & Co. She lives in New York with her husband, 4 young children and dog, Chase.

AT-A-GLANCE

2021 - Present: Founder & CEO, Inhaven

2019-2021: Chief Merchandising Officer, The Company Store, a Home Depot Company

2018-2019: Head of Global Merchandising Operations, Tiffany & Co

Public Speaker at National and International Conferences

SIGNATURE TOPICS

Creating national brand standards for the Vacation Rental Industry

Revolutionizing B2B Commerce

Journey of a Female Founder

Vacation Rental Industry trends

CONTACT

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EMILY DAILEY

FOUNDER & CEO

PENDAILEY CONSULTING

Emily Dailey is a multi-passionate leader who found her home in hospitality in 2007. Coming from a theatre background, she spent years designing sets and telling rich stories before stepping into a hotel. She spent the beginning of her career in operations before putting her creativity to work and transitioning to marketing and branding. She has helped dozens of hotels, restaurants, and other tourism businesses across the country find and tell their own stories. Emily is an enthusiastic and exciting educator, public speaker, and podcast guest, offering engaging content and actionable takeaways curated for each audience. She has achieved her bachelor's in business administration from IRSC and certifications in marketing from HSMIA and USF, and is a sustainability professional with GSTC.

AT-A-GLANCE

2016 - Present: Founder & CEO,
PenDailey Consulting

2020 – 2023: VP of Marketing,
First Hospitality

2013 - 2020: Director of Marketing &
Brand Activation,
Greenwood Hospitality

SIGNATURE TOPICS

Culture and Brand Development

Hospitality and F&B Marketing

Balance and Wellness for Professionals

Sustainability Business Strategies

CONTACT

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 [Empendailey](https://www.linkedin.com/company/empendailey)

 [PenDailey.com](https://www.PenDailey.com)


FEMALE FOUNDERS IN HOSPITALITY



STEPHANIE DANIEL

CO-FOUNDER & CEO | LEGENDS

Stephanie studied Economics at Cambridge University and became passionate about data. After 15 years operating at the highest levels of investment banking as one of the youngest Managing Directors at Deutsche Bank she decided to combine this with her lifelong passion for travel. She is mission driven to power personalization to increase authentic connection with ourselves, each other and the world.

Legends AI powered platform transforms phone data (such as photos, social, calendar), enriches existing data, and unifies actionable consumer insights to help brands personalize while managing privacy.

Legends won Phocuswright Global StartUp of the Year 2023, Hot25 for 2024, SKIFT IDEAS nominee and Amadeus startup to watch.

AT-A-GLANCE

Co-Founder & CEO Legends:

MA Economics Cambridge University and
15 years in investment banking with
Deutsche Bank

Phocuswright Global StartUp of the Year

Techstars portfolio company

SIGNATURE TOPICS

- Data
- Zero Party Data
- AI in travel
- Personalization
- Startup growth
- Hospitality technology
- Future of Travel
- Digital identity and wallets

CONTACT



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LAN ELLIOTT

PRINCIPAL, ACACIA HOSPITALITY
PRINCIPAL, DEI ADVISORS

Lan Elliott has been in the hospitality industry for 25+ years as a hotel real estate & transactions executive. Most recently, Lan rejoined Acacia Hospitality LLC, a hotel investment entity she co-founded, which owns interests in 4 convention hotels, totaling nearly 3,800 rooms, managed under the Hilton, Hyatt Regency and Marriott brands. Lan has been involved in initiatives focused on advancing women in hospitality leadership including her work with DEI Advisors and ForWardThinking (part of AHLA Foundation). She serves on the Executive Advisory Board of University of Denver's Fritz Knoebel School of Hospitality Management and was named one of IHI's 100 Most Inspirational Leaders in Hospitality and Travel for 2023.

AT-A-GLANCE

2010 - Present: Co-Founder & Principal,
Acacia Hospitality LLC

2013-2019: Vice President, Transactions &
Asset Management, IHG

2006 – 2009: VP, Development, W Hotels
Europe Africa Middle East, Starwood

1996-2006: VP, Acquisitions, Host Hotels

SIGNATURE TOPICS

Hotel Investments

Owning Large Urban, Group Hotels

The Next Generation of Hospitality Leaders
(Hospitality School Students)

DEI, Unconscious Bias, EQ, and TQ

Advancing Women in Hospitality Leadership

CONTACT



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DEIAdvisors.org





ANNA FEINBERG

CO-FOUNDER AND CEO, ALŌ INDEX

Driven by a need for a sustainability procurement solution for hotels, travelers, and enterprises, Anna left her previous position as head of the \$90M global travel program at BNY Mellon to start Alō Index, an ESG hotel data hub that puts intelligent, actionable SaaS in the hands of enterprise travel procurement and hotel sales teams.

Formerly responsible for global hotel, airline, ground transportation and travel management company procurement, Anna led strategic relationships with more than 500 contracted hotels and online travel booking suppliers. Anna envisioned and led the design/build of a global end-to-end travel reporting dashboard that tied TMC, corporate card and T&E data into one system, providing live, holistic oversight and duty of care for the global travel team.

AT-A-GLANCE

Co-Founder and CEO, Alō Index

Director, Global Travel Manager, BNY Mellon

Led multi-million dollar capital campaign and built a LEED Platinum Boys & Girls Club

SIGNATURE TOPICS

- Enterprise Travel Management
- Sustainable Procurement
- Sustainability as a Service
- Buyer/Supplier Negotiation and Partnership
- B2B Enterprise SaaS Startups
- Travel Data and Technology

CONTACT



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www.aloindex.com





EMILY KANDERS GOLDFISCHER

FOUNDER & EDITOR IN CHIEF
HERTELIER

A curious journalist and storyteller passionate about the hotel industry, Goldfischer founded hertelier in March of 2021. An online media platform that enlightens and inspires women in hospitality to pursue, navigate, and nurture their careers., hertelier has taken off, creating a dynamic and engaged community of professionals.

Emily curates hertelier's content through the lens of supporting women. With deep knowledge on gender related workplace issues and business skill building, Emily can offer insights and inspiring presentations to your team.

A graduate of the Cornell Nolan School of Hotel Administration with a master's from the London School of Economics, Emily is an accomplished communications executive. She has been recognized by the International Hospitality Institute as one of the "100 Most Powerful People in Global Hospitality" for 2023.

AT-A-GLANCE

2021-Present: Founder, Editor in Chief,
Hertelier

1999 - Present: London Correspondent,
Questex Media, Luxury Travel Advisor

1999 - 2010: VP Communications, Loews
Hotels

SIGNATURE TOPICS

- Women in hospitality: trends, issues and accomplishments
- Creating More Inclusive Workplaces
- Executive Presence, Networking, Personal Branding and Impactful Communications
- Trends in luxury travel from both the consumer and operations perspective

CONTACT



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LEE GONZALEZ

FOUNDER OF L&L HOSPITALITY

Lee has a decades of experience in the development, opening, and operation of hybrid hostel/hotel properties. Now a seasoned leader, Lee started her career in hospitality back in 2006 when she and her sister left their finance jobs to open hostels together in Barcelona, Spain.

Since then, they converted a 15,000 square foot warehouse in Queens into The Local NY, a 150 bed hostel, cafe and bar. They also did ground up construction and built their newest concept, the 250-bed hostel with restaurant and rooftop bar Lolo Pass, in Portland, Oregon.

Lee graduated from The Wharton School at The University of Pennsylvania in 2003 and received an MBA from INSEAD in 2012. She is on the Steering Committee of the Female Founders in Hospitality Network and she chairs the Young Professional Committee of the James Beard Foundation.

AT-A-GLANCE

2013- Present / New York City - developed, opened, and operate The Local NY

2016 - 2024 / Portland, Oregon - ground-up construction & operation of Lolo Pass, a 250 bed hybrid hostel property with a restaurant, bar, and a cafe

2006-2012 / Barcelona, Spain - opened boutique hostels Somnio and Duo

Previous Experience at Goldman Sachs

SIGNATURE TOPICS

- Alternative Accommodations
- Attracting, Retaining, and Developing a Diverse/Gen Z Team
- Debt and Equity Fundraising for Real Estate Hotel Deals
- Hospitable Crisis Management
- Experiential Hotel Design
- Rewriting the Hospitality Playbook

CONTACT



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www.LandLHospitality.com
www.TheLocalNY.com
www.LoloPass.com





MEGAN GRANT

FOUNDER & CHIEF MEMORY CREATOR FOR CHERISH TOURS

Meet Megan, the Founder & Chief Memory Creator for Cherish Tours. With a background in conference planning and a global canvas of world travel experiences, she has become deeply convinced that travel has the power to be transformational, especially for women striving to create a difference in the world. As a dedicated advocate for empowering women globally, Megan's influence extends well beyond her travels to 40 countries, including over 10 solo adventures. Her unique perspective and innovative approach have set her apart, making significant contributions to discussions on sustainable tourism, global women's businesses, the post-pandemic travel surge, women's travel experiences, and travel safety. Megan's experience adds a layer of expertise and vision, making her a compelling voice in the realm of travel and woman empowerment.

AT-A-GLANCE

2021-Present - Thought Leader, Innovator, and Sustainable Tourism Founder for Cherish Tours

2021 – Founded & Launched Cherish Tours

2018- 2020 - Event Manager and Housing Manager for City-Wide Conferences

SIGNATURE TOPICS

Sustainable Tourism

Women's Empowerment, Economic Freedoms, and Economic Powers Globally

Supporting Women through Travel

Launching a Boutique Tour Operator Company

CONTACT



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JESS HAYES

SENIOR SALES DIRECTOR AT ROOMNET PRESIDENT OF HAYESPITALITY

Meet Jess Hayes, with over 25 years of hospitality technology experience. She started her career right out of college, training hotels across the world on how to use their sales software. She is currently working for ROOMNET to transform the way guests watch TV while traveling.

An enthusiastic advocate for hoteliers as they navigate the world of hospitality tech, Jess has a breadth of experience in software sales, marketing and customer success.

As the Immediate Past President of HSMIA Boston, she is an enthusiastic speaker and panel moderator.

AT-A-GLANCE

2023 - Present: Sales Director, ROOMNET

2020-2022 - President of HSMIA Boston

2017- Present: Founded Hayespitality

1996 - 2000: Trainer and Team Leader for Delphi/Newmarket (now Amadeus)

SIGNATURE TOPICS

Hospitality Technology: Sales & Catering, Guest Services, Apple TV

Women in Hospitality

Panel Facilitation

Leadership

CONTACT



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CYNTHIA HUANG

CEO | DTRAVEL

Cynthia Huang is the co-founder and CEO of Dtravel, a web3 powered vacation rental ecosystem. She's an experienced startup founder and co-founded Altcoin Fantasy, a crypto trading simulation game with 350K+ users worldwide and Airhosts Forum, the largest Airbnb host forum globally.

She won the Plug and Play Batch 14 Travel Startup Award and was also nominated for a Rising Star Award for the 2022 Shortyz Awards. She regularly speaks at conferences and events on web3, DAOs and travel and her articles have been published on sites such as CoinMarketCap, The Startup, and Hacker Noon.

AT-A-GLANCE

CEO at Dtravel, a web3 powered vacation rental ecosystem

CEO of Altcoin Fantasy, a crypto trading simulation game

Co-founder Airhosts Forum, the largest global Airbnb host forum

SIGNATURE TOPICS

- Vacation rentals
- AI in travel
- Web3 / crypto / DAOs
- Startup growth
- Personal branding
- Content strategy
- PR

CONTACT

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SHIR IBGUI

FOUNDER & CEO | GLOBE THRIVERS

Shir Ibgui is a trailblazing entrepreneur in the tech industry, recognized as the Founder & CEO of Globe Thrivers, an AI-powered community platform simplifying trip planning for Millennial & Gen Z travelers.

As a first-generation American and college student, Shir seamlessly integrates her multicultural background with her passion for technology and travel. Her expertise spans pioneering innovation, strategic leadership, and business development strategies, propelling growth initiatives.

Shir's approach led her into Israel's dynamic tech scene, where she spearheaded business development and sales at AI startups, contributing to revenue streams totaling millions and fostering the growth of seed companies into unicorns. She participated in the XRC Ventures accelerator and is a featured speaker on podcasts and events focusing on AI & travel-tech.

AT-A-GLANCE

Founder & CEO of Globe Thrivers

University of Florida Double Gator in International Business & MBA Exchange Program at Tel Aviv University

Speaker for the AI Travel Summit and Podcast Co-Host for No Sugar, Just Spice

SIGNATURE TOPICS

- Women in Entrepreneurship
- Artificial Intelligence
- Creator Economy
- Community Building
- NexGen Travelers
- B2B Partnerships
- Zillennial/Gen-Z in the Workforce

CONTACT

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AMY INFANTE

FOUNDER & CEO | GITGO GROUP

Meet Amy Infante, the CEO and Founder of GitGo, a commercial strategy consulting firm that designs, implements and optimizes scalable hospitality B2B programs enabling partners to grow and scale their business.

As an advisor to the the executives and C-suite of major hotel chains, brands, management companies and property level leaders, Amy shares a unique entrepreneurial and very practical perspective that meets her partners where they are today and guides them to their overall growth objectives.

Amy sees first-hand the undeniable impact of using reliable processes, AI enablement and automation coupled with a growth mindset. This winning combination provides sustainable revenue success and a ton of valuable insights to her & GitGo's hospitality partners. With every interaction, Amy focuses on illuminating possibilities and inspiring others toward action!

AT-A-GLANCE

2019 - Present HSMAI Sales Advisory Board Member & Co-Chair of the 1st ever cross-discipline "Commercial Strategy Work Group"

Contributing author for HSMAI's sales training guide [leadership chapter]

Contributing author in the book "Steps To Win in the Meetings Market"

2024 AHLA Hospitality Show Expert Speaker on AI for Sales [19 City Roadshow]

SIGNATURE TOPICS

- Optimizing Artificial Intelligence, digital automation & processes for Sales & Marketing
- Winning Mindset for Sales Teams
- Small & Mid-size B2B Programs for Hospitality
- Bridging the Gap Between Hotel Owners & Commercial Teams

CONTACT

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TRICA JEAN-BAPTISTE

FOUNDER,
MORGENSHEER HOSPITALITY INC.

Trica Jean-Baptiste is a distinguished former hospitality professional. She began her career leading public relations for renowned hotel brands including Le Parker Meridien Hotel, Doral Hotels & Resorts, and Days Inns of America. Subsequently, she founded Trica Jean-Baptiste Communications, Inc., an award-winning international boutique PR firm, which for fourteen years represented iconic brands and tourism bureaus such as Rocco Forte Hotels, Rosewood Hotels & Resorts, Dubai Tourism Unit. In 2010, Trica transitioned to commercial real estate, and established Morgensheer Hospitality Inc., a Consortium of Financial, Hospitality and Real Estate consultants. The company provides real estate advisory and capital sourcing to investors, developers, Family Offices, Hotel Brands, and Funds. She is the author of [OPERATION RESET: A GUIDE TO REINVENT YOUR CAREER IN ANY ECONOMY](#)

AT-A-GLANCE

2013 - Present / Morgensheer Hospitality Inc.
- real estate advisory - specializing in multi-family, hotel/residences, senior living
2017 - Author/[OPERATION RESET](#)
1999 - 2013/Trica Jean-Baptiste Comm., Inc. - award-winning international boutique PR firm
1997 - 1999/Manager Corp Comm - Days Inns of America - overseeing comm for 1200 properties in North America and Africa
1994 - 1997/Dir PR, Le Parker Meridien NY

SIGNATURE TOPICS

- Real Estate Advisory - Hospitality
- Sourcing capital partners/investors for Hospitality (ground-up development) projects
- Identifying Hospitality Brand Operators for development/existing assets
- Providing Off-Market Real Estate investment opportunities to investors and developers - iHotel Assets, Land and Senior Living assets

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NINA KLEAVELAND

CEO & FOUNDER, LANYARD
FOUNDER, FEMALE FOUNDERS IN HOSPITALITY

Nina is the founder of Lanyard, a platform for affordable corporate housing. Nina is a well-respected hospitality veteran. Prior to founding Lanyard, Nina worked in marketing, loyalty and partnerships roles at Wyndham Hotels & Resorts and Starwood Hotels & Resorts. She most recently led corporate strategy for Wyndham. Nina earned an MBA from The Wharton School at the University of Pennsylvania and a B.A. from the University of Pennsylvania.

Nina is also the founder of Female Founders in Hospitality, a community of inspiring women building companies that will forever change the industry landscape. Nina has been honored as one of the Top Women in Travel and Hospitality in 2023 by Women Leading Travel & Hospitality, as one of the 100 Most Inspirational People in Global Hospitality & Travel by the International Hospitality Institute and as one of the 2024 Most Influential Women in Travel by TravelPulse.

AT-A-GLANCE

2020-Present: Lanyard

2015-2020: Corporate Strategy at Wyndham
Hotels & Resorts

2011-2015: American Express

2009-2011: The Wharton School at the
University of Pennsylvania MBA

2005-2009: Marketing at Starwood Hotels &
Resorts

SIGNATURE TOPICS

- Corporate housing
- Labor shortages
- Mentorship
- Sponsorship
- Women in Entrepreneurship
- Grit
- Founder + parent dynamics

CONTACT

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STEPHANIE LEGER

FOUNDER & CHIEF EXCELLENCE OFFICER FIRST RATE HOSPITALITY

Award-winning Hospitality Excellence Advisor | Trainer | Auditor | Creator | Podcaster | Miami & Global Industry Insider

Stephanie brings over two decades of global hotel industry experience. A trailblazer in the hospitality field, she has trained over 20,000 hospitality professionals worldwide and conducted comprehensive operational evaluations that have become the benchmark for excellence.

She founded First Rate Hospitality in 2017 and also advises hospitality operations on enhancing the guest and employee experience so that businesses can generate higher revenue. Stephanie is transforming companies to be more strategic, productive, and profitable.

AT-A-GLANCE

Recipient 2023 HSMAI Top 25
Extraordinary Minds

Featured in March 2023 Business
Insider Publication

Podcast Co-Host “WTF! Walk The
Floors- All things Hospitality Training”

Previous Experience at Ritz-Carlton &
Forbes Travel Guide

SIGNATURE TOPICS

- Hospitality Service
- Hotel Openings
- Hotel Operations
- Hospitality Technology
- Safety Protocol
- Employee Engagement
- Evaluating Luxury Customer Service
- Elevating Service Excellence

CONTACT



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REBECCA LOMBARDO

**FRACTIONAL CMO
HOST OF VENDORVIBES**

Fractional Chief Marketing Officer, Rebecca Lombardo, draws from her 25 years of diverse experiences to offer thoughtful insights into the hospitality industry. She frequently speaks at Information Management Network conferences, moderates the Content Marketing World Summit panels, and hosts the YouTube show "VendorVibes," where she interviews hospitality industry professionals. As one of NBC's first "backpack" journalists, and later a travel writer for HuffingtonPost, Rebecca parlayed her bold and creative storytelling into a career as a sought-after branding and marketing expert. She is also an award-winning writer and author with the ability to speak truth through humor and engage audiences of entrepreneurs, franchise owners and small businesses.

AT-A-GLANCE

2021 - Present: Fractional Chief Marketing Officer

2022 – Co-Founder, The 100 Collection

1998 - 2006: Reporter, Editor

2006-2021: Digital Marketing Consultant

SIGNATURE TOPICS

Brand Equity For The Win

The Golden Triangle of Marketing

Why Telling Your Story Matters

Special skill at interviewing high profile guests and speakers

CONTACT



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youtube.com/@VendorVibes/podcasts





MELISSA MAHER

CEO AND FOUNDER OF PINNACLE ENTERPRISES GROUP

Melissa the founder of Pinnacle Enterprises Group, an executive coaching and consulting firm that works with high-level individual and leadership teams to strengthen their performance. Clients appreciate her honesty, forward-thinking approach, and guidance in achieving, and often surpassing professional goals.

Melissa specializes in leadership coaching, guiding individuals on their path to promotion, aiding leaders in transitioning to new roles, and honing critical skills such as executive presence, emotional intelligence, confidence-building, and the art of influencing and negotiating.

Melissa is a dynamic and passionate speaker, conducts leadership workshops, and excels in moderating.

AT-A-GLANCE

- 2022 – Present: Founder and CEO, Pinnacle Enterprises Group
- 2020-2022: CMO & SVP Marketing and Industry Engagement, Expedia
- 2018-2020: SVP, Marketing and Innovation and Chief Inclusion Officer, Expedia
- 2012-2018: SVP, Global Partner Group, Expedia

SIGNATURE TOPICS

- Leading Tough Negotiations
- Building High Performing Teams
- Lean In with Vulnerability and Get Results
- Why Building Your You-nique Personal Brand Matters
- Why Embedding Diversity and Inclusion Into Your Org is Foundational

CONTACT



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GRACE MCBRIDE

FOUNDER & CEO | LUCIA

Grace McBride is a visionary entrepreneur in the hospitality industry, renowned as the Founder & CEO of Lucia, a groundbreaking marketplace connecting businesses with freelancers to tackle labor shortages.

With a penchant for out-of-the-box thinking, Grace led TripKit as CEO and served as COO at MilesAhead. Her expertise lies in pioneering innovation, strategic leadership, and transformative solutions.

Grace's unconventional approach has earned her accolades such as Entrepreneur in Residence at Cornell's School of Hotel Administration and winning the Philip C. Wolf Scholarship at Phocuswright. She is also a Techstars Founder Catalyst and Plug & Play Hospitality Accelerator participant, and a sought-after guest lecturer at Cornell U. and the U. of Notre Dame.

AT-A-GLANCE

Founder & CEO of Lucia

Cornell University & University of Notre Dame MBA graduate

Speaker for Independent Lodging Congress (ILC), Forbes Travel Summit, Virtuoso, BLLA, Cornell, and Notre Dame.

SIGNATURE TOPICS

- Future of Work
- Luxury Hospitality
- Women in Entrepreneurship
- Luxury Marketing & Branding
- Gig Economy Workforce
- Labor Shortages
- Gen-Z in the Workforce

CONTACT

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BLAIRE MCCOY

CO-FOUNDER AND CHIEF REVENUE OFFICER, SUITENESS AND TRAVERSE

Introducing Blaire McCoy, the Co-Founder & Chief Revenue Officer at Suiteness and Traverse. With over two decades of experience in sales & marketing within the hospitality industry, Blaire brings invaluable insights into the challenges faced by professionals in this sector. Her firsthand understanding led her to join Suiteness and spearhead the creation of Traverse. Blaire and her dedicated team are on a mission to revolutionize hotel technology, aiming to enhance hotel profitability and break away from outdated systems. Beyond her executive role, Blaire's global travels have connected her with esteemed partners, prestigious boards, and speaking engagements worldwide. Her distinct perspective and innovative strategies have distinguished her in discussions concerning sales & marketing growth, revenue optimization, hospitality tech, and leadership.

AT-A-GLANCE

- September, 2023; Speaker, Berkeley Skydeck
- 2022-Present - Co-Founder and CRO, Suiteness & Traverse
- 2018 - 2022 - Board Member Expedia Media Solutions
- 2015 - 2022 - Ex.Dir. Sales & Marketing, The Venetian Resort (Forbes 500)

SIGNATURE TOPICS

- Hospitality Technology
- The Power of Negotiation
- Revenue Optimization
- Creating a win-win-win
- Women in Leadership
- Sales & Marketing in Hospitality
- Distribution

CONTACT



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<https://traverse.software>



LEAH MURPHY

**FOUNDER AND CEO
JANE HOTEL GROUP**

Leah is the founder and CEO of Jane Hotel Group (JHG), a pioneering hospitality investment firm committed to fostering community empowerment through innovative hotel ventures. Beyond her real estate expertise, Leah boasts seven years of hands-on hospitality operational experience spanning across hotels, restaurants, bars, dude ranches, and theme parks. In 2023, she also spearheaded the Milwaukee chapter of The Real Estate InvestHER, showcasing her commitment to fostering female leadership in real estate and beyond. In her leisure pursuits, Leah shines as a captain of her women's ice hockey team, showcasing her commitment to teamwork and leadership both on and off the rink.

AT-A-GLANCE

2021 - Present: Founder & CEO, Jane Hotel Group

2016– 2021: Executive Managing Director and National Practice Leader Cushman & Wakefield - Valuation and Advisory - Hospitality and Gaming

2007-2016: Senior Vice President, HVS Consulting and Valuation

SIGNATURE TOPICS

Hotel Valuation, Feasibility, & Financials Analysis

Advancing Women in Hospitality and Real Estate

Leadership, Career Development, and Networking

CONTACT

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 [janehotelgroup.com](https://www.janehotelgroup.com)


FEMALE FOUNDERS IN HOSPITALITY



DOMINIQUE OLOWOLAFE

CEO & FOUNDER LIGHTLY

Introducing Dominique Olowolafe, the CEO & Founder of Lightly. A former professional athlete turned Hollywood costume designer and supervisor for major television and commercial productions, now emerged as a dynamic thought leader and innovator in the realm of luxury baby care. As an avid traveler and mother of two, she recognized a crucial gap in the market during a pivotal moment at the airport when she found herself without basic baby essentials. Lightly was born out of necessity and a commitment to simplifying the lives of busy parents with a dedication to quality and sophisticated convenience. Dominique's outside-the-box mindset and passion for innovation have positioned Lightly as a trailblazer in the travel and hospitality industry.

AT-A-GLANCE

March 2024 Cast:

'Side Hustlers' - Roku's original competition series in partnership with Hello Sunshine Productions

February 2022 Speaker:

Forbes Travel Guide The Summit - Innovation Panelist

June 2022 Speaker: eTourism Summit & IPW Focus - Bright & Shiny New Object Series

SIGNATURE TOPICS

- Enhancing Guest Experiences
- Crafting Brand Standards
- Family Programming
- Luxury Baby Care
- Women in Leadership
- Next Gen Travelers
- Authentic Marketing & Communication Strategies

CONTACT

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LESLEY ROBB

SWELL IMPACT | B CORP CERTIFIED

Lesley Robb is a sustainability and brand strategist who serves the travel, tourism, and hospitality sectors. With over 18 years of experience, her journey has been highlighted by collaborations with diverse clients, from small businesses to global brands like G Adventures, Discovery Adventures, and WestJet.

Lesley combines her skills in branding, sustainability, entrepreneurship, travel, and tourism to help businesses and destinations simplify sustainability and reimagine their brands as a force for good. She takes pride in shaping holistic and engaging brand stories, ethical communications, and sustainability strategies that centre people, places, and a positive vision for the future.

AT-A-GLANCE

- Founder, Swell Impact
- M.A., Sustainability Studies
- Representative for Eastern and Atlantic Canada, Green Destinations

SIGNATURE TOPICS

- Sustainability in Hospitality + Tourism
- Becoming a Certified B Corporation
- Green Certifications
- Purpose-Driven Brand Strategies
- Communicating Your Impact
- Ethical Marketing + Communications
- Sustainable Entrepreneurship
- Sustainable Business Modeling

CONTACT



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ANNIE SIM

FOUNDER AND CHIEF EATING OFFICER AT THE TABLE LESS TRAVELED

Annie Sim is a seasoned traveler and leader with over 10 years of experience in guiding travelers on trips around the world. Recognized for her expertise, Annie has been featured in publications such as Travel + Leisure and the Washington Post.

Annie's passion for travel and culinary exploration was ignited at the age of 13, and since then, she has dedicated her life to exploring diverse cultures and building meaningful connections with local friends worldwide. In 2015, she founded The Table Less Traveled, a boutique travel operator specializing in bespoke culinary experiences.

AT-A-GLANCE

Keynote Speaker at Bellevue Chamber of Commerce Gala 2023

Member of the Bellevue Culinary Tourism Network

Creator of the best “fun for foodies” multi-day tour in Italy voted by U.S. News

SIGNATURE TOPICS

- How to Craft Meaningful Travel Experiences
- Transformative Travel
- Small Tour Operators 101
- Women in the Travel Industry
- Fostering Connection with Remote/Hybrid Teams
- Work Life Integration as a Founder
- Emerging Trends: Culinary Travel

CONTACT



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www.thetablelesstraveled.com





STEPHANIE SMITH

CEO & DIGITAL MATRIARCH COGWHEEL MARKETING & ANALYTICS

Meet Stephanie Sparks Smith, CHDM whose passion is educating the hotel industry about hotel digital marketing who believes in data driven decision making. As digital marketing agency owner, education is still a large part of the job. She developed Cogwheel Analytics, a business intelligence (BI) tool that consolidates data from various sources, enabling companies to discern trends and providing them with a benchmarking scorecard, similar to a STR report. A regular speaker at numerous hospitality events and conferences, she is active with many hospitality organizations.

AT-A-GLANCE

2018 - Present: CEO & Digital Matriarch
at Cogwheel Marketing & Analytics

2019 – Present: Partner & Consultant at
Cayuga Hospitality Consultants

2020 - Present: HSMIAI Marketing
Advisory Board & Top 25 Minds of
Sales, Marketing, Revenue Management

SIGNATURE TOPICS

Digital Marketing for Hotels 101

Building a Digital Marketing Scorecard

How Marketing Contributes to
Commercial Strategy

**Maximizing your Hotel's Online
Presence**

CONTACT



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PREETI SURI

CO-FOUNDER & CEO | ADVENTURETRIPR

Preeti is a mountaineer, an avid hiker and traveler. She is on a mission to make adventure travel accessible to everyone by eliminating social, cultural and economic barriers while providing local guides and tour operators a level playing field.

Preeti is able to leverage her business acumen and experience across several functions, industries and geographies to make a lasting impact on travelers as well as travel providers through AdventureTripr.

She has been featured on Travel & leisure, Fodor's Travel and Puget Sound Business Journal and has been a guest on several podcasts and industry panels.

AT-A-GLANCE

Founder & CEO AdventureTripr

INSEAD MBA, CPA, Chartered Accountant

Career: Investment Banking & Global Leadership Program at HSBC, PwC, Deloitte, Ernst & Young

SIGNATURE TOPICS

- Adventure Travel
- Sustainable Travel
- AI in Travel
- Fitness & Wellness Travel
- Inclusive Travel
- Building a Sustainable Business
- Bootstrapping a TravelTech Startup
- Building a Startup Team
- Startup Pivots & Business Models

CONTACT



IVANA TAGLIAMONTE

FOUNDER & OWNER OF BELLPORT INN

Ivana Tagliamonte opened the Bellport Inn on the South Shores of Long Island in 2021. Bellport Inn is a historic boutique hotel just 60 miles outside of New York City located in a quaint seaside community. Bellport Inn offers a luxurious stay in a serene and unique setting, that allows visitors to truly experience the local community of artisans, designers and makers. Locally made bath products, an honor bar of local wines and craft beers and locally created art and furniture are featured throughout.

As an award winning real estate agent in Manhattan for the last 25 years, Ivana has appeared on NY1 News and HGTV's Selling New York, and has been a featured speaker at national and international real estate conferences.

AT-A-GLANCE

2021 - Opened Bellport Inn in Bellport, NY

1999-Present - Real Estate Advisor,
Compass, New York

2008 - 2013 HGTV Selling NY Series

Public Speaker at National and
International Conferences

International Presence - Italy/US

SIGNATURE TOPICS

- Real Estate Investing and 1031s
- Hotel Operations and Openings
- “Native Retail” Experiences
- Building Your Brand
- Employee and Team Empowerment
- Cultivating Your “Why”
- Incorporating Local Community
- Utilizing Technology to Improve the Guest Experience

CONTACT



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www.Ivana-Kyle.com





LEANNE TURNER

CO-FOUNDER AND COO, ALŌ INDEX

Leanne is a New York City based travel industry professional with 20 years of experience in hotel sales and corporate travel management. Throughout Leanne's hotel career at brands like Morgans Hotel Group, Peninsula Hotels, and Omni Hotels & Resorts, she focused on growing revenue across all vertical markets and ensuring exceptional operational execution. As a travel buyer at BNY Mellon, Leanne managed end-to-end supplier relationships, employee experience, the corporate aviation program, and brought a post-COVID Return to Travel multi-channel reeducation program from ideation to reality.

Leanne has honed her persistence and insatiable curiosity – sometimes known as ADHD hyperfocus – into superpowers.

AT-A-GLANCE

2022 - Present: Co-Founder and COO, Alō Index

2020-2022: Vice President, Travel Operations, BNY Mellon

Named a 2023 Game Changer, Women Leading Travel & Hospitality

SIGNATURE TOPICS

- Hotel Sustainability
- Business Travel Sales & Marketing
- Sustainability as a Service
- Buyer/Supplier Negotiation and Partnership
- B2B Enterprise SaaS Sales
- Neurodiversity in the Workplace
- Travel Data and Technology
- Sales Leadership & Development

CONTACT



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ERIN WASHINGTON

CO-FOUNDER | SYLLOGI

Erin is the co-founder of Syllogi, a DC-based company that was founded on the belief that time is precious and travel is complicated. Syllogi's Travellers Club is an exclusive membership providing access to detailed travel intel from experts and fellow travellers. As masters of research, this boutique studio uses its years of travel expertise to make trip planning easier.

Erin is a steward of the industry. In her previous roles she launched a Master's in Global Hospitality Leadership program at Georgetown University, oversaw brand management of AC Hotels, and led loyalty innovation at Marriott International. She co-founded Syllogi during her Adult Gap Year exploring what her passions of hospitality, community, innovation, and culture mean around the world.



AT-A-GLANCE

Co-Founder of Syllogi

Former Georgetown University faculty

Previously in Brand and Loyalty with
Marriott International

SIGNATURE TOPICS

- Membership Strategies and Innovation
- Loyalty
- Community Engagement for brands
- Luxury Hospitality
- Brand development and positioning
- Experience engineering

CONTACT

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ROBIN ZEIDEL

FOUNDER, ZEIDEL & ASSOCIATES P.C.

Robin Zeidel is a skilled transactional attorney with over 25 years in the real estate and hospitality sectors. She brings a unique depth and breadth of experience, having worked as in-house counsel for Starwood Hotels & Resorts Worldwide, Inc. and international law firms before starting Zeidel & Associates in 2010. Robin understands the differing roles and relationships between the parties – owners and developers, brands and managers, franchisees and franchisors, service providers and guests – which allows her to help clients make sound business decisions. She handles development, sales, acquisitions, hotel management, franchise, construction, vendor, and branding agreements, as well as operating agreements for food and beverage, spas, and other hotel amenities.

AT-A-GLANCE

Founder and Principal, Zeidel & Associates

Former Assistant General Counsel,
Starwood Hotels & Resorts Worldwide, Inc.

Represents hospitality owners, developers,
management companies, brands,
franchisors, franchisees, restaurant groups
and service providers

SIGNATURE TOPICS

- Real Estate Contracts
- Buying and Selling Hotels
- Rebranding Hotels
- Food and Beverage Agreements
- Management Agreements
- Vendor Agreements
- Franchise Agreements
- Construction & Design Agreements

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