

## ADVISORY BOARD

Board members for the edition 2015:



### JOSÉ ERNESTO MARINO NETO

#### *Chairman*

Graduated in Law from the University of São Paulo (USP), specialized in Business Law, MBA in Tourism Marketing at USP, PhD and master's degree in business administration from Florida Christian University. Member of ISHC (International Society of Hospitality Consultants), former member of the advisory board of the Hospitality Center, Tourism and Sports Management from New York University and Hotel Investments associate professor at the Getúlio Vargas Foundation (FGV). He is BSH International's president and founder.



### DIOGO CANTERAS

Engineer graduated from the Polytechnic School of USP, with specialization in Business Management from FGV. He worked for Caesar Park and Atlantica chains' development. He taught the discipline of Tourism-Hotels Projects' Development at Fundação Getúlio Vargas. In 1999 brought HVS to Brazil. In 2007 structured and implemented the Hotel Maxinvest Fund, now managed by BTG-Pactual Bank. He is HotelInvest's and HVS South America's president and coordinates the Advisory Board of the Manual of Best Practices for Hotels Real Estate Sprayed Investors from SECOVI.





### **EDUARDO GOLIN**

Eduardo Golin is internationalist from the University of Brasilia (UNB) and director of the Department of Finance and Investment's Promotion in Tourism, the Ministry of Tourism of Brazil (MTUR). Before assuming his role in MTUR, acted as an international advisor to the Brazilian Service of Support for Micro and Small Enterprises - Sebrae.



### **EDUARDO MANZANO**

Graduated in Architecture and Urbanism at the São Paulo's Faculdade de Belas Artes and with more than 29 years of experience in Hotel and Entertainment Architecture, has been standing out due to his search for excellence in quality of projects, always focusing on the project's results. As Partner and Director of Architecture and Interior Design of the VOA Associates international office, has been ahead of projects from Hilton Marriott, Hyatt, Starwood, Wyndham, Rio Quente Resorts, BHG, Blue Tree, Incortel-Best Western, among others, also including the retrofit of Hotel Nacional Rio designed by Oscar Niemeyer. He is professor of Hospitality Architecture Graduation and MBA of Luxury Hotels Management at URM and in 2013 was the only South American juror in the international competition *Design Is ...* in Atlanta, Georgia, United States. In 2014, the project Hotel Boutique Leblon was voted Best Hotel Project of the Year in X Grand Prix of Corporate Architecture.



### **FELIPE GOMES**

Felipe Gomes holds a degree in Business Administration and a MBA from Universidade Federal do Rio de Janeiro (UFRJ). He began his career at Telecom Italy Mobile (Tim) in Brazil in 2003 working for 5 years in various financial areas of the company. In 2008 he worked at SulAmérica insurance's M&A area. In 2009 joined the Latin America Hotels (current BHG) as responsible for Mergers and Acquisitions, remaining until 2011. Between 2011 and 2013 headed the New Business Development area for Latin America of Host Hotels & Resorts (Host), the largest Real Estate Investment Trust (REIT), focused on hospitality, in the world, and returned to BHG on August 2013 as the Director of New Business. Felipe Gomes has extensive experience in the acquisition and development of hotels.



## **FERNANDO MARTINELLI**

Bachelor of Hospitality at Anhembi Morumbi University, major in Hospitality Financial Management at Cornell University (NY), MBA in Projects Management at the Getúlio Vargas Foundation, specialized in Project Investment Analysis by the Getúlio Vargas Foundation and graduated in Hospitality Trainee Program by Cambridge University (UK), worked in some of the main hotel companies in Brazil and abroad such as Accor, Atlantic Hotels, Hilton and Ramada. He was asset manager at BSH International and director of the XII BHIC - Brazilian Hospitality Investment Conference (2008). Author of four books in the areas of Project Management and Quality by IESDE Brazil publishing house, is currently Executive Director at Interval International for Brazil and finance's professor for post-graduate courses in hotel management at SENAC / SP.



## **ILAN ELKAIM**

Ilan Elkaim is an Associate Director of Development & Acquisitions at Starwood Hotels & Resorts.

In his role, Ilan is responsible for the identification and evaluation of business growth opportunities including management contract, franchise and capital commitment across Brazil. He also maintains strong relations with existing partners and local owners. Prior to that Ilan was part of Starwood's Europe, Middle-East and Africa team where he was responsible for the analysis of new acquisitions and value-creation opportunities throughout the region.

Ilan conducted studies internationally at the Hong Kong Polytechnic University (China) and holds an MBA from IMHI – ESSEC Business School in Paris (France). He was the recipient of a MKG Worldwide Hospitality Award in 2011.



## **MARCO AMARAL**

Marco joined Hyatt in 2012 as Vice President Development - Brazil. He worked for Orient-Express as E-distribution Director and the Tivoli Hotels & Resorts company, where he worked at several areas in Portugal, and in Brazil he became Regional Operations Director. Marco has a Hospitality degree at the Centre International de Glion- Switzerland, and an MBA from NYU - New York University.

## JOÃO AUADA



Graduated in Civil Engineering at the University of São Paulo's Polytechnic School and with courses on Management (Getulio Vargas Foundation) and Business Management applied to the Real Estate Development (Institute of Administration Foundation), John Auada was Founder and General Director of Verticon Construction and Enterprises LTD for 20 years, during which he was responsible for more than 300 different types of constructions, in which he worked with Development and Real Estate Development, Technological Development and Construction, in states such as São Paulo, Rio de Janeiro Minas Gerais and Rio Grande do Sul.

Searching for experiences abroad, he worked between 2005 and 2009 in the United States of America at Kamino International, as Latin America Sales Manager and Phoenix International as RDM, always in the new business development area. After introducing the Business Unit Branch of the Southern Regional in Brazil, he is Business Director responsible for southern Brazil Tecnisa SA, company which already worked as Director of Merger with emphasis on developing new markets. John Auada has also been member of the Advisory Council Sinduscon, Executive Council Office Ronald Mc Donald, Ademi-PR.

## JULIO MENDES GAVINHO



Senior executive graduated in the areas of Tourism, Hospitality, Social Media and Journalism, with expertise in strategic planning, quality management and competition strategies in renowned institutes and universities. His rising career, developed in national and international business environments, has an emphasis on hotel industry and tourism's projects in the last 26 years.

Julio developed the Zii Hotel brand and its concepts of technology, hotel management and operation. He structured and completed the sale of 2.0 Hotels S / A (W Torre) for REC Hotel S / A (HSI), currently he is its Chief Executive Officer.



## MARCO ROCA

As a cultural leader of the Hard Rock brand in the global hotel industry, Marco is responsible for accelerating the company's growth within the worldwide hotel space. Marco has gained extensive experience in global real estate, both start-up and operations, for the past 25 years. Prior to joining Hard Rock, Marco was the Global Senior Managing Director for Realogy Franchise Group, Senior Vice President of Development for Wyndham Hotels & Resorts and Vice President of Development – Americas and Caribbean for Starwood Hotels & Resorts.

Marco is fluent in English, Spanish, French and Portuguese. He holds a B.S. in Industrial Psychology from University of The Americas in Mexico and a Master's of Science in Management & Organizational Development from the United States International University in Mexico City. He and his wife Claudia have been married 21 years and have three sons: Marco Jr., Giovanni and Stefano. In his spare time, Marco enjoys boating and golfing. His favorite band of all time is The Beatles.



## MARIA CAROLINA PINHEIRO

Born in São Paulo, Maria Carolina Pinheiro, RCI Brazil general director, has extensive experience in Hospitality and People Management. The executive has a degree in Civil Engineering at Mackenzie University and Planning and Corporate Control's MBA (FAAP- Armando Álvares Penteado Foundation) and General Management and International Management (IBMEC - Brazilian Institute of Capital Markets). She began her career in 1998 as Accor Hotels' New Business Manager. After three years of work, left the French hotel company and became the Blue Tree Hotels' New Management Business, where she worked for seven years. In 2008, Maria Carolina arrives at RCI as New Business Development Manager and, after a successful period, assumes, in 2014, the general direction of RCI Brazil - Resort Condominiums International, where its main goal is to develop, in the country, the company's portfolio of products and as the models of time share and fractional.



### **RODRIGO MARQUES**

Graduated in Economics from the University of Brasilia and Master's Degree in Economic Theory from the same university. Federal Public Server is Public Policy's and Government Management of the Ministry of Planning, Budget and Management's Specialist. Since 2012 works in the Ministry of Tourism where holds the position of General-Coordinator of Investment.



### **MICHAEL SCHNURLE**

Business executive specialized in Hospitality, graduated at SENAC with MBA from USP-FEA (São Paulo University - Economics, Business and Accounting School). With 15 years career in the hotel industry, he worked in operators and consultants, on projects in all regions of Brazil. Fluent in German, English and Portuguese, heads the Brazilian office of Horwath HTL since 2012.



### **SERGIO BUENO**

Sergio is responsible for the Inerci'y Hotels' expansion since 2005, currently as Development Director. He is graduated at Engineering at University of São Paulo (USP), in Business Administration at Getúlio Vargas Foundation and in other courses of Hotel School da Cornell University (EUA). He already worked as development manager at Tropical Hotels Brasil and at the hospitality consulting BSH International.

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