



**Brand x  
Residential**

# **2025 Agenda**

**Tuesday, June 3  
New York Marriott Marquis, NYC**

**Astor Ballroom, Floor 7**

# Why It Matters

Branded residences have emerged as top-performing assets in the hospitality industry, offering strong financial returns and elevating mixed-use developments. Luxury hospitality giants and high-end consumer brands are capitalizing on this lucrative opportunity, while investors and developers focus on securing financing and maximizing asset value.

BxR brings together industry leaders across the branded residential value chain, featuring in-depth interviews, compelling case studies, and interactive discussions. Explore the power of branding models, the financial and operational strategies behind their success, and how to unlock the full potential of mixed-use developments in urban or leisure markets.

Don't miss the opportunity to gain valuable insights and stay ahead in this fast-evolving market.

# Agenda

## 9:30 Registration & Badge Pickup

### 11:00-11:05 Welcome from Questex

#### BxR connect

Kicking off the BxR program with a quick networking icebreaker: 2 minutes to introduce yourself to other delegates, share objectives for the day and start in a relaxed atmosphere.

**Julie Rey-Gore, Sr Content Director, Questex**

### 11:05-11:15 Host introduction

#### Framing the Opportunity: The branded residential landscape

Kick off the day with our host sharing a high-level look at the branded residential sector. Unpack the global size of the prize, market trends, and sector growth. This session sets the context for deeper dives to come.

**Host: Barry Landsberg, Principal, Landsberg Residential Consulting**

### 11:15-11:35 Market Overview

#### Branded Residential Deep Dive: Key dynamics and stakeholders shaping the branded residential market

Dive into the evolving dynamics of the branded residential market through a data-driven lens. This session presents key market figures alongside insights on major players, emerging partnerships, and shifting strategies. Understand who's shaping the sector and how trends are unfolding to better inform your positioning and planning.

**Speaker: Jeff Tisdall, Chief Business Officer, Accor One Living**

### 11:35-12:00 Fireside Chat

#### Seizing the Moment: Turning Market Trends into Branded Success Stories

In a candid chat, a developer and a brand discuss how to capitalize on opportunities in the branded residential market. Discover how to navigate market trends, create value for developers and investors, and craft iconic living experiences that drive demand and long-term success.

#### In conversation:

Sunny Bathija, CEO, Satya

Sarah Khalifa, Vice President, Mixed Use Development. US & Canada, Marriott International

### 12:00-12:45 Cross-sector panel

#### Aligning interests to deliver success: Development, investment and finance strategies

How can branded residences elevate a project's value? Hear from investors, developers, and brands about determining a brand's impact on financing, assessing value for target buyers, and balancing development costs with increased sales potential.

**Moderator: Patrick Whyte, Editor in Chief, Hospitality Investor**

#### In conversation:

Jan Hazelton, Vice President, Development, Kerzner International

Annie Wickstrom, Head of hospitality and mixed-use real estate assets, Access Industries

Jonathan Wingo, Global Head, Residential Projects, Hilton

### 12:45-1:45 Networking Lunch

## 1:45–2:30 Hosted discussions

### Deep dive into finances, design, operations or sales: Discuss the success factors in branded residential projects

A dynamic blend of rapid insights and interactive discussion. Experts across diverse fields of branded residential development share their insights with concise 5-minute presentations, spotlighting the most critical success factors in their domains. Following these spotlight talks, attendees can meet the speakers over coffee to ask questions and exchange ideas. Get ready for a unique opportunity to absorb, explore, and connect!

#### In discussion:

- From land to completion – Insights into outstanding luxury developments
  - John Woodruff, Principal, Darkhorse Investments & Advisors
- Architecture and design best practices
  - Michael Wilkins, Founder & President, Debut Design + Development
- Ensuring ROI: Valuation and rental strategies to maximize returns
  - McKenna Luke, MAI, leads Partner Valuation Advisors' National Hospitality Practice Group
- Beyond pure residential: Opportunities in adjacent spaces (private clubs, luxury yachting, private aviation)
  - Jason Hsiang, EVP Development, Ennismore Americas
- Elevating branded residences: Sales and marketing insights
  - Kathryn Falconi, global Head of Residential Marketing, Marriott International

## 2:30-3:15 Discussion

### Finding the right fit: Matching brands with projects

What makes a brand the *right* partner for a residential project—and how do brands decide which opportunities to pursue?

In this interactive session, the panel will dive into case scenarios, analyzing key elements of residential projects (location, operational performance, segment and more) and assessing which brand(s)—if any—will elevate it and maximize buyer appeal. Together, you'll debate not just whether branding adds value, but how the right partnership can unlock it.

**Moderator:** Kitty Jones, Premier Real estate & Branded Residences · **Catherine Jones** Marketing & Communications

#### In conversation:

Peter Bazeli, Principal and Managing Director, Weitzman Associates  
Erik Eveleigh, Vice President, Development (Americas), Starwood Hotels  
Wendy Hansen, Counsel, Eversheds Sutherland  
Robert Morrice, Regional VP, Head of Mixed-Use (Americas), Accor One Living

## 3:15–3:30 Recap from the host

### Wrap-up action plan: Seizing the opportunity

A summary of the day's content with actionable takeaways and a recap of the key insights shared throughout the sessions.

## 3:30 Network - Networking reception

End the day by continuing conversation over a drink at our reception.

## For more information about BxR please contact:

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