



2026 Agenda

Tuesday, June 2
New York Marriott Marquis, NYC

Astor Ballroom, Floor 7

*Program in development:
topics and timings may change*



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

10:30am – 10:35am

Welcome to BxR NYU

Kick off the BxR with a program preview and meet your table mates.

Hosts:

Olga Andreevskikh, Sr Conference Producer, Questex

Cameron Sperance, Content / Editorial Director, Luxury Travel Advisor

10:35am – 10:50am Data Dive

State of the Industry: Branded Residential Outlook

A data-driven update on the branded residential market in the United States and globally, highlighting key performance metrics, regional outperformance, and how evolving buyer demand is reshaping the market.

Speaker: Riyan Itani, Founder & Director, Global Branded Residences

10:50am – 11:05am Market Trends

Expansion to Execution: What the Next Phase of BxR Demands

Drawing on global experience across markets, this session will explore the key trends, operational realities, and market demands shaping the next phase of branded living — and what developers and brands must prioritize to remain competitive.

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

11:05am – 11:40am Development Panel

Branded Living from the Developer's Seat: Opportunity, Risk and Return

The branded residential market is advancing in the United States and globally. Join senior developers for a candid conversation on how they are approaching market selection, assessing economic implications, managing execution risk, and identifying where durable value is being created in today's market.

Moderator: Riyan Itani, Founder & Director, Global Branded Residences

Speakers:

Preston Cheng, President, USAI Investments

Marci M. Clark, Managing Director, Strategy & Development, JDS Development Group

Carlos Hernandez Garcia, CEO, Pellas Development Group

Dayssi Olarte de Kanavos, President, Flag Luxury Group

11:40am – 12:15pm Multi-perspective Panel

Aligning Brand Value with Investment Returns

One panel, four lenses. This discussion brings together developers and brand leaders to examine how brand affiliation can unlock pricing premiums and how each is approaching deal structures and pricing decisions in today's economic environment. A focused conversation on when brand drives value, where it doesn't, and how alignment is achieved in practice.

Moderator: Cameron Sperance, Content / Editorial Director, Luxury Travel Advisor

Speakers:

Kenyon Churchwell, Senior Director, Luxury Mixed-Use Development, Hilton
Sarah Khalifa, Vice President, Mixed-Use Development, Marriott International
David Schenker, Senior Director, Branded Residential & Mixed-Use Development, Accor
Dean Stratouly, President, The Congress Group

12:15pm – 1:15pm Networking Lunch

1:15pm – 1:35pm Fireside chat

Brand is Not a Decoration: Where Value is Built in Branded Residences

Branded does not always mean valuable. In this fireside, look at how value is actually built into a branded residence, where positioning earns its premium, where the brand promise is tested in delivery, and what the strongest projects do to keep sales narrative, brand vision, and operational reality in step over a twenty year horizon.

Speakers:

Lindsay McGinn, VP Global Residential Brand Advisory, Accor
Adelina Wong Ettelson, Founder & Principal, AWE Global Advisory

1:35pm - 1:55pm Fireside Chat

Translating Luxury into Residential Value

How do luxury brands move beyond recognition to create real value in residential? This session explores how distinct brand DNA is translated into product, experience, and ultimately price premium. Hear how leading lifestyle brands shape demand, differentiate projects, and deliver a luxury proposition that resonates with today's increasingly discerning buyers.

Moderator: Helena Amaral Nero, Managing Partner, Luxulting

Speakers:

Fabio Calorio, Senior Vice President Brand, Pininfarina
Shafi Syed, Global Head Hotel Development / Acquisitions, Equinox Hotels

1:55pm - 2:10pm Fireside Chat

Wellness Pays: Turning Lifestyle into Revenue

As wellness becomes a key driver of luxury real estate and hospitality, lifestyle-led concepts are creating new opportunities for value creation and long-term revenue. Hear how wellness is shaping buyer demand, strengthening brand appeal, and influencing the future of branded living.

Moderator: Esther Hertzfeld, Executive Editor, Hotel Management

Speaker: Alfredo Bataller Pinedo, CEO, AB Living Group & Sha Wellness

2:10pm – 2:25pm Fresh Perspectives

Inside the Owner Experience: The Reality Behind the Brand

What does "branded living" actually feel like from the inside? This session brings a fresh and often overlooked perspective to the stage - the resident and owner. From day-to-day service delivery to the most unexpected requests, hear directly from those shaping the experience on the ground. Explore a day in the life of a Director of Residences and uncover how different brands translate promise into reality, and where true differentiation lies.

Moderator: Barry Landsberg, Principal, Landsberg Residential Consulting

Speakers: Caryn Susilo, Director of Residences, Baccarat Hotel New York

2:25pm – 3:00pm Closing Panel

Lessons From the Field

A candid conversation with seasoned industry leaders on what they have learned in the branded residential market. From buyer expectations and brand premiums to project execution mishaps and where they've had some big wins, the discussion will surface real-world lessons, what they are embracing today and preparing for tomorrow

Moderator: Chris Graham, Managing Director, Graham Associates

Speakers:

Brad Berry, Global Head of Residences and Homes, Mandarin Oriental

Mark Durliat, CEO & Co-Founder, Grace Bay Resorts

Jagdish Johal, Managing Partner, Yoo

Genna Panagopoulos, VP Development, North America, Minor Hotels

3:00pm Closing Remarks

3:05pm – 4.05pm 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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