

Panel: Where from Here? Thriving in a COVID VUCA world.

Alan Hilburg (Moderator):

Alan Hilburg, President and CEO of Hilburg Associates, has had five careers so far in his lifetime built around his success as an innovative entrepreneur.

Alan is recognized as a global expert in building trust-based leadership teams and organizations helping them achieve multi-generational, multi-functional cultural integration. He is the author of two NY Times best selling books on leadership and just completed new book with Li Ka-Shing, Asia's most successful businessman; an Academy Award nominee; and he was the architect of three of the top ten brand campaigns of the 20th century winning 36 marketing/brand leadership awards.

He has been recognized multiple times as the world's leading crisis advisor for his expertise in addressing crises that threaten internal and external institutional brand trust. His management of the Tylenol crisis in 1982 has been memorialized as the platinum case history at the Harvard Business School. In a highly rewarded career, he has been called on to guide and navigate international political and business leaders, celebrities and NBO boards in successfully resolving more than 200 high-risk crises of the past 35 years.

As a speaker, Alan has been invited to deliver more than 260 speeches, webinars and seminars in the past seven years on leading and thriving in a VUCA world. His body of work focuses on guidance of leadership teams in becoming transformation-ready organizations by driving culture and values as the foundation of competitive transformation.

In collaboration with Fortune magazine, Alan created the Business Hall of Fame and co-developed the America's Most Admired Companies program. As a filmmaker and producer, his team received an Academy Award nomination for the first environmental documentary and second-ever IMAX movie, "Living Planet", three awards (including an

He also teaches the MBA course in Innovation and Entrepreneurship at the University of Prince Edward Island; crisis and risk communications at George Mason University; and trust, culture and risk at the University of California-Irvine in addition to lecturing at more than a dozen other U.S., Asian, African and European universities.

Over Alan's career, his commitment to sharing knowledge has guided him in mentoring many young professionals. He has served as a marketing consultant to the National Mentoring Partnership and Big Brothers/Big Sisters. Currently, he is a board member of both commercial companies and NGOs including RowingPEI, FootballPEI, the PEI Symphony, Watermark Theatre and UPEI's Center for Health and Community Research. He is also a past board member of the Dallas Zoo, Dallas Symphony, Washington Chamber Symphony, LunGeivity Fdtn and a number of other local organizations.

Hilburg Associates has offices in Hong Kong, Washington DC, Johannesburg and Hamburg

Craig Smith

Craig S. Smith is Group President, International for Marriott International, Inc. He oversees global operations and development for the International Division of one of the world's largest hospitality

companies with responsibility for 2,300 hotels spanning more than 130 countries and territories in Asia Pacific, Europe, the Middle East, Africa, the Caribbean and Latin America.

Mr. Smith began his multiple-decade Marriott career in the housekeeping department and went on to become a five-time hotel General Manager. This on-property experience continues to impact and inform his approach to managing a workforce comprised of hundreds of thousands of associates serving guests around the world across 30 iconic brands, including JW Marriott, Renaissance, the Ritz-Carlton, St. Regis, Sheraton, W, Westin and more.

Prior to his current position, he served as Group President and Chief Operating Officer for the fast-growing Asia Pacific market and President of the Caribbean and Latin American region.

The son of an American diplomat and father of five, Craig has lived in 13 countries and has a deep appreciation for cultural differences across generations and geographies. He is fluent in Spanish, conversant in Portuguese and known for his greetings in dozens of different languages.

A strong advocate for the industry, Mr. Smith is a frequent contributor to G20 public-private sector travel and tourism initiatives. He sits on the board of the US-ASEAN Business Council and is a sought-after speaker and media source on the state of global travel and tourism and its geopolitical and economic impact.

Craig is a graduate of Brigham Young University and holds an MBA from the Rotman School of Management at the University of Toronto. He has multiple executive business degrees from institutions including the University of St. Gallen in Switzerland and is a Harvard Business School Advanced Management Program alumnus.

George Fertitta

George Fertitta is President and CEO of Bloomberg Associates, the philanthropic consulting arm of Michael R. Bloomberg's charitable organization, Bloomberg Philanthropies. Founded in 2014, BA works side by side with the leadership of global cities to improve the quality of life for residents, taking a strategic, collaborative and results-oriented approach to make cities stronger, safer, more equitable and efficient. Mr. Fertitta is a much sought after expert on the future of cities.

He served from 2006 to 2013 as Deputy Mayor of New York and CEO of NYC & Company, a private non-profit marketing agency that operates as the marketing arm for New York City focusing on tourism, convention sales, partnerships and licensing organization with a membership of over 2,000 hotels, restaurants, museums, retail stores, theaters, tour operators and attractions.

Under Fertitta's leadership, the organization significantly expanded its overseas presence through a network of 18 offices serving 25 countries around the globe, developed a new web portal, and created numerous corporate sponsorship programs and marketing campaigns to promote visitation to all areas of New York City. As a result, domestic visitation increased 50%, international visitation increased 100%, and market share of overseas travel to the U.S. grew from 28% to 33%, generating an additional \$5 billion annually. The tourism sector is now New York's third-largest industry, welcoming a record-breaking 54.3 million visitors in 2013 and contributing over \$60 billion to the city's economy.

Before entering public service, Fertitta was founder and chairman of a major marketing and advertising agency with a range of clients in the U.S. and abroad.

Vincent Mai

Mr. Mai is the Chairman and CEO of Cranemere, LLC since the firm was founded in January 2012. Prior to joining Cranemere, Mr. Mai was at AEA from 1989 to the end of 2011. He joined AEA as CEO and became Chairman in 1998. AEA is one of the oldest private equity firms in the U.S. with offices in New York, London, Munich and Hong Kong. AEA focused on implementing successful operating improvements in its portfolio companies and working in close partnership with management teams to build businesses. These elements established AEA as one of the most successful global middle market private equity investment firms in the last twenty years.

Mr. Mai served as Chairman of the Investment Committee for the 2006 Investment Program; and has served on the boards of many of AEA's portfolio companies. Before joining AEA, Mr. Mai was a Partner at Lehman Brothers. He was head of that firm's international investment banking activities and co-head of all of its investment banking activities. Before assuming management responsibilities at Lehman, Mr. Mai worked with a broad range of European and U.S. businesses on their strategic and capital-raising needs.

Mr. Mai started his career at S.G. Warburg & Co. in London, where he became an Executive Director. During that period, he worked closely with Sir Siegmund Warburg, one of the co-founders of AEA. Mr. Mai is involved in several not-for-profit activities. He is Chairman of the Board of Sesame Workshop, producers of Sesame Street, a leading children's educational television program featured in more than one hundred countries. Mr. Mai also serves on the boards of the International Center for Transitional Justice and the Juilliard School. He was a director and currently a member of the Council on Foreign Relations.

For 10 years during the 1990's, Mr. Mai was a director of The Carnegie Corporation of New York, and Fannie Mae. Mr. Mai, who grew up in South Africa, is a Chartered Accountant and was educated at the University of Cape Town.