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HOSPITALITY LEADERS

**100 SOUTH FLORIDA
HOSPITALITY LEADERS**

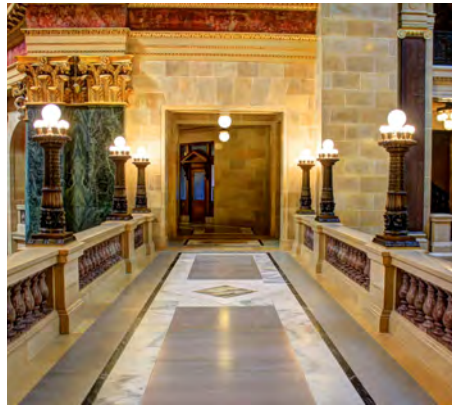
#HOSPITALITYLEADERS

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NOVEMBER 2018

The Hospitality Industry

The hospitality industry's backbone is comprised of customer service, a concept shared by all segments of the industry. The industry can be broken down into three basic areas: accommodations, food and beverage, and travel and tourism.



In this issue:

Discover 100 South Florida hospitality leaders..



Meet 100 South Florida Hospitality Leaders

Hospitality Leaders are selected by invitation only and comprise a collective of 250 of **South Florida's** foremost thinkers, leaders, and innovators in the **hospitality space**.

We hope you find the information provided in this publication to be informative and helpful.



SHELDON SUGA



HAWKS CAY RESORT



FACTS

SHELDON LED HAWKS CAY RESORT THROUGH A MAJOR RENOVATION IN THE WAKE OF HURRICANE IRMA

HE STARTED HIS CAREER AS A ROOM CLERK IN NIAGARA FALLS CANADA FOR SUMMER EMPLOYMENT

SHELDON SUGA
VP AND MANAGING DIRECTOR
HAWKS CAY RESORT

(866) 347-2675
SHELDON.SUGA@HAWKSCAY.COM

SHELDON SUGA IS THE VP AND MANAGING DIRECTOR OF HAWKS CAY RESORT LOCATED IN THE FLORIDA KEYS.

He is a seasoned hospitality executive with more than 35 years of industry experience. He started his career as a room clerk in Niagara Falls Canada for summer employment which led him to pursue a degree in Hospitality Management at Ryerson University in Toronto.

Upon graduation, Sheldon was accepted into ITT Sheraton's General Management Training program. During his time with ITT Sheraton, he attained the ITT Ring of Quality Worldwide Team Award and served as general manager at properties in West Hartford, New York City, Halifax, LaJolla, and Los Angeles.

He also worked in Tokyo and was country manager for ITT Sheraton. He has also worked for Wyndham hotels and resorts as an area director in Atlanta and Puerto Rico. He worked in Orlando at the Gaylord Palms as the VP Hotel Manager and was the opening Senior VP and general manager of the Gaylord National Resort.

SAMUEL ARTMANN



SONDER, SOUTH FLORIDA



SAMUEL ARTMANN IS THE EXECUTIVE DIRECTOR OF SONDER, SOUTH FLORIDA

Sonder is a tech-driven hospitality company offering spaces built for travel and life in cities around the world.

With thousands of beautiful spaces built for travel and life, Sonder is transforming the future of hospitality. Whether your stay is two days, two months or two years, in a studio or a five-bedroom, Sonder ensures a unique, yet consistent experience. And with 24/7 service, luxurious amenities, and a good neighbor policy, it's taking stay further for guests all around the world.

Sonder started a little over four years ago to build a better hospitality experience, and now has thousands of spaces in cities across the globe. We are headquartered in San Francisco, have over 400 employees and are present in 30 cities. We are backed by Greylock Partners, Spark Capital, Greenoaks Capital, HarborVest Partners and Valor Equity Partners.

BIO

**MANAGING PRINCIPAL OF
SANCTUARY VENTURES**

**MEMBER OF THE BOARD OF
TRUSTEES OF WORLD
EDUCATION SERVICES**

**MEMBER OF THE ROYAL
SOCIETY OF ARTS**

SAMUEL ARTMANN
EXECUTIVE DIRECTOR - SONDER,
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FEATURED LEADER

GERMAN CABIESES

PENINSULA COMMUNITY & RESIDENCES
MANAGING DIRECTOR

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CASTLE GROUP

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Unparalleled Property Services

GERMAN'S CORPORATE RISE STARTED IN 1999 WHEN HE CAME TO THE UNITED STATES TO CONTINUE HIS EDUCATION IN HOSPITALITY AND BUSINESS MANAGEMENT.

German, a native of Lima-Peru, graduated with honors – Magna Cum Laude - from Florida International University.

Upon graduation, German started his management internship program with Hilton Hotels and then joined the world-renowned and iconic Fontainebleau Hotel in Miami Beach.

German's professional career with the Fontainebleau was highly successful. From a sought-after internship program, German was able to excel in many roles which ultimately led to senior leadership where he received the highest award - "Leader of the year".

As German's passion continued for the hospitality business, he decided to further expand his hotel knowledge and apply it to the residential components of the business. After 10 years with the Fontainebleau, German was recruited by Starwood Hotels (now Marriott) and joined the W South Beach. In his role, German oversaw W South Beach Condo-Hotel Residences.

As German continued to be more involved with the residential side of the business, he joined Castle Group Management. As a Regional Director, he successfully led a large team in their Miami condominium/residential market.

German is now the Managing Director for a luxury 446 unit, 13 acre waterfront community managed by Castle Group: The Peninsula is one of the most luxurious residential communities in the affluent area of Aventura, Florida. The community is undergoing a multimillion dollar renovation. The renovation will transform The Peninsula into a luxury residential resort destination, where residents will feel they are at a full-service resort in the heart of Aventura.



CASTLE GROUP

Castle Group is the premier choice for Community Management, specializing in serving the finest Condominium and Homeowner Associations.

The company's philosophy is an unwavering focus on the Resident experience; at Castle it is called Royal Service®. Castle is owned by CPAs that oversee a powerful combination of incredible people, streamlined systems, and advanced technology. Since no two properties are identical, Castle has created a menu of services that allows customers to create a solution that fits their needs. Castle does not manage an exceptional number of communities, just a number of exceptional ones!

Castle's focus is to create an unparalleled resident experience for owners living in Castle managed communities. Royal Service® has many detailed components. Ultimately, it's about creating an environment where each Resident feels important and cared for.

JILL HERMAN



GENERAL MANAGER - THE GUILD, MIAMI



JILL HERMAN IS THE GENERAL MANAGER OF THE GUILD'S NEWEST PROPERTY IN DOWNTOWN MIAMI

The Guild Hotels is a new collection of boutique accommodations that exist to promote sustainable and memorable trips for business and leisure travelers.

By operating full-floors of 1, 2, or 3-bedroom suites out of luxury residential properties, The Guild Hotels offers all existing hotel amenities while extending the comforts of a home to guests. Exceptional travelers enjoy spa-grade amenities, a pool, a gym, 24/7 concierge services, plus an insanely comfortable Tuft & Needle King Mattress, full kitchen, living area, free wifi, and smart TVs.

The Guild Hotels began two years ago with the desire to allow both business and leisure guests to keep their day-to-day routines even while on the road. Now they are in hundreds of rooms across the U.S., with international locations coming soon. They are headquartered in Austin, TX and have over a hundred employees across the country. The Guild is backed by Maveron, Corigin Ventures, and Convivialité Ventures.

BIO

DIRECTOR OF OPERATIONS AT THE RITZ-CARLTON HOTEL COMPANY LLC

DIRECTOR AT THE FAENA GROUP

DIRECTOR OF OPERATIONS AT THE SETAI, MIAMI BEACH

GENERAL MANAGER CELEBRITY AND AZAMARA CRUISES

JILL HERMAN

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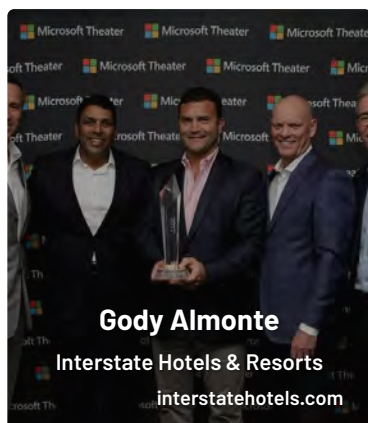
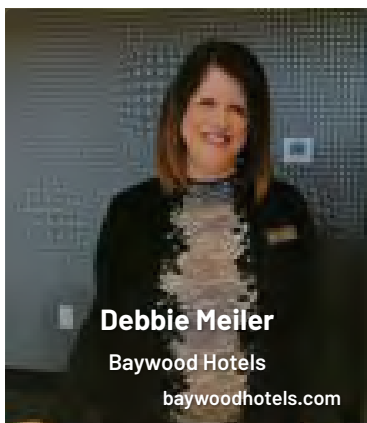
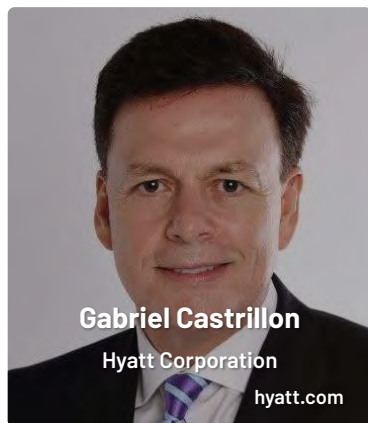
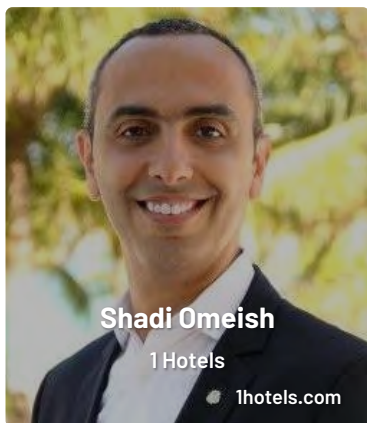
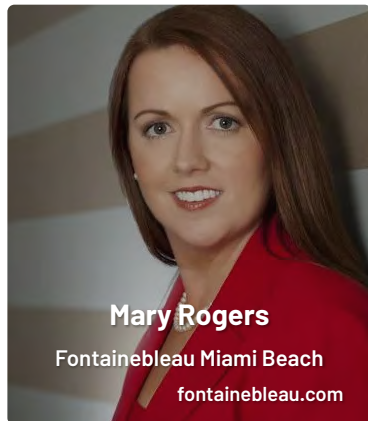
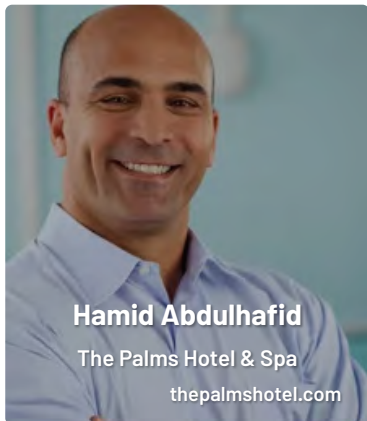
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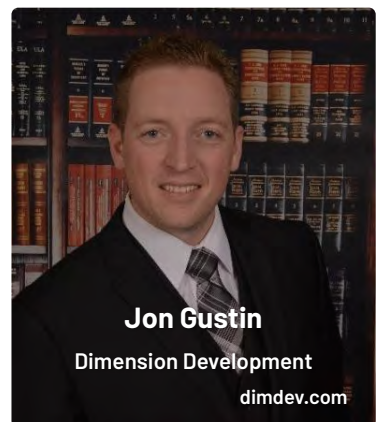
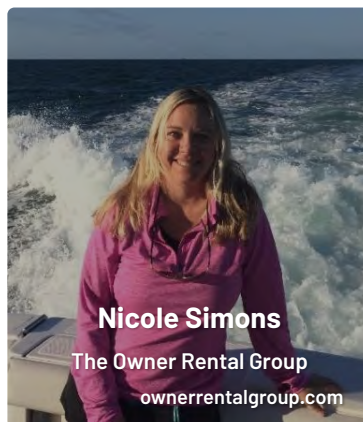
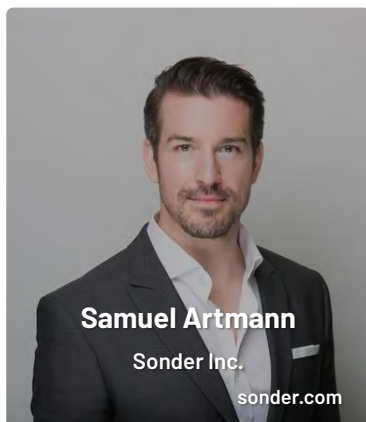
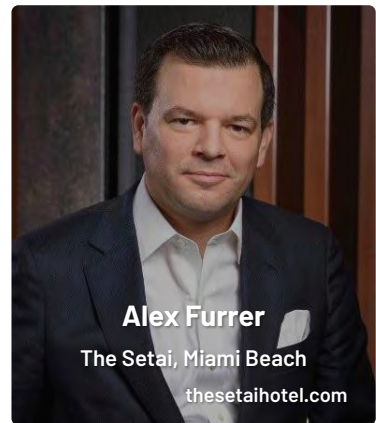
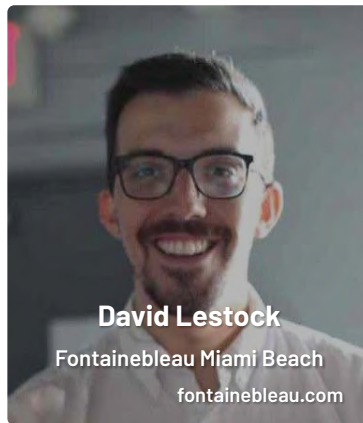
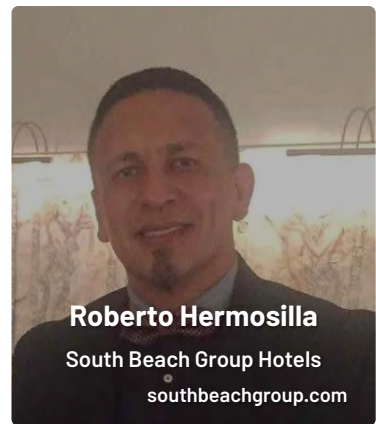
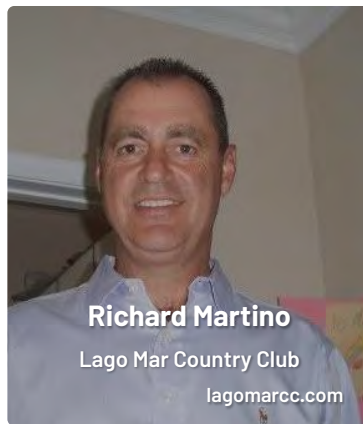
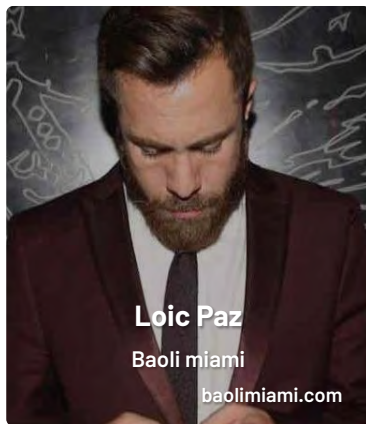
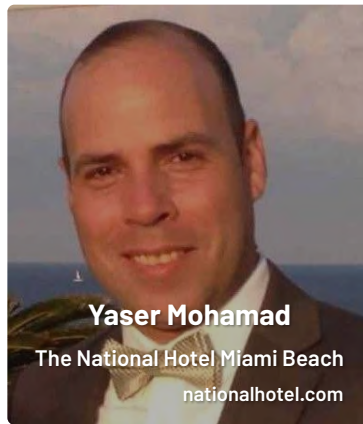
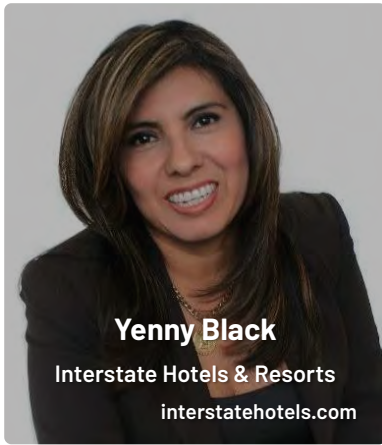
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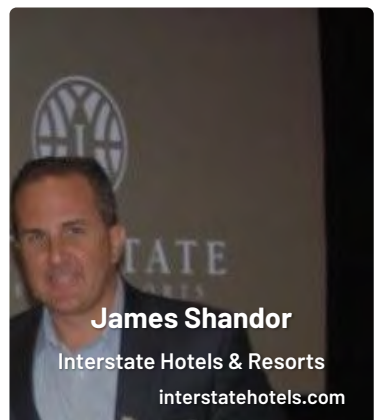
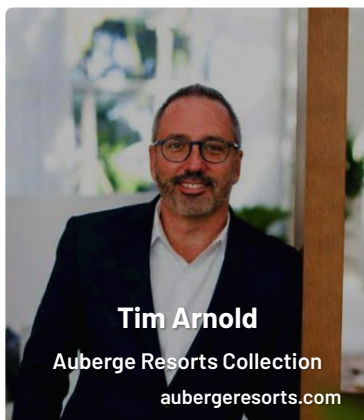
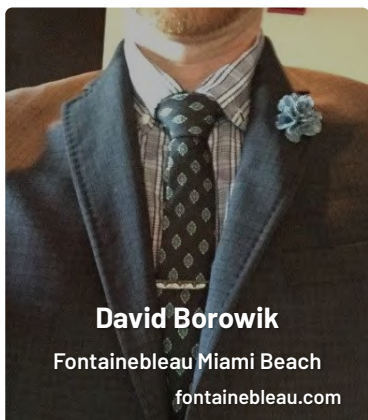
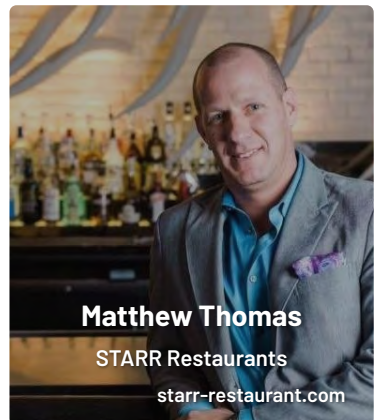
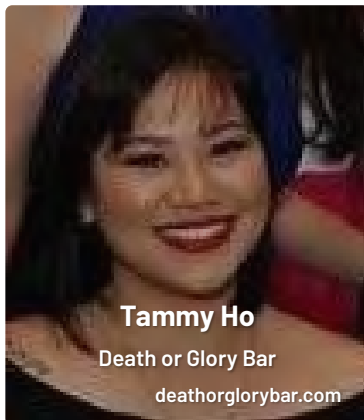
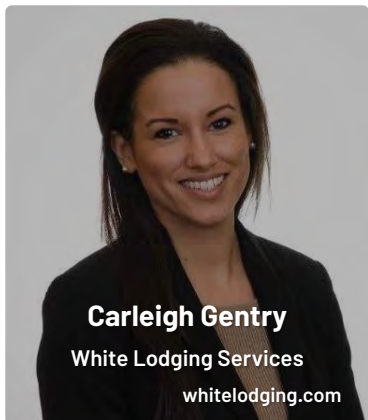
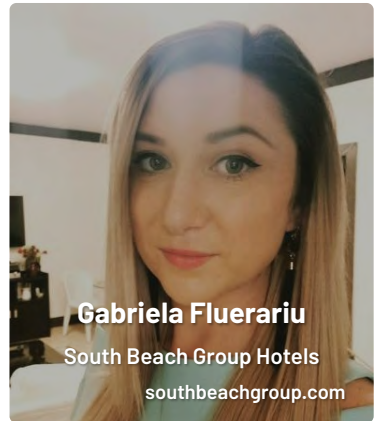
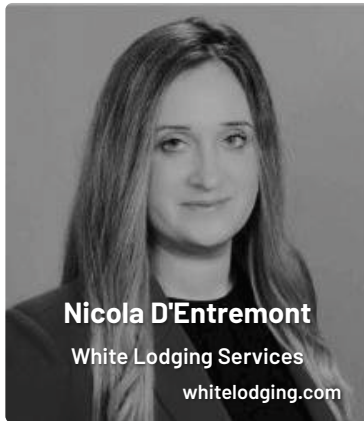
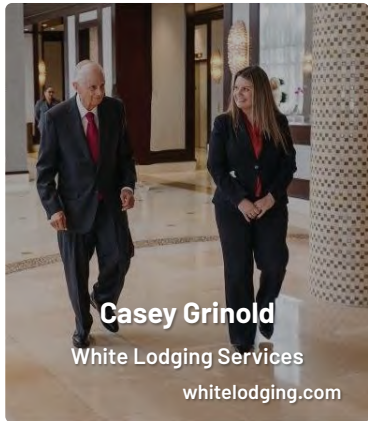
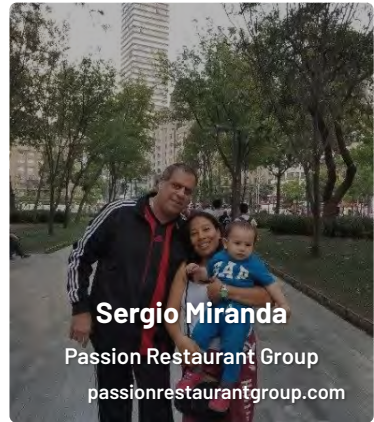
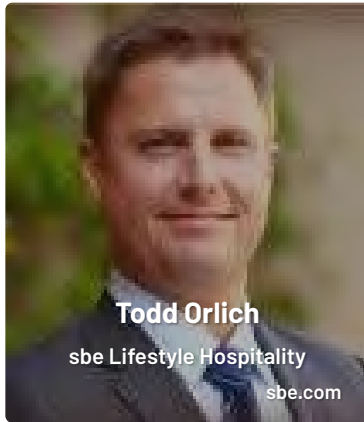
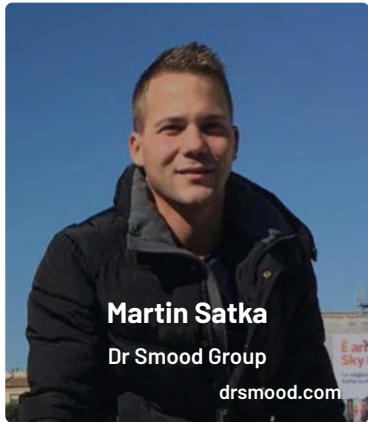
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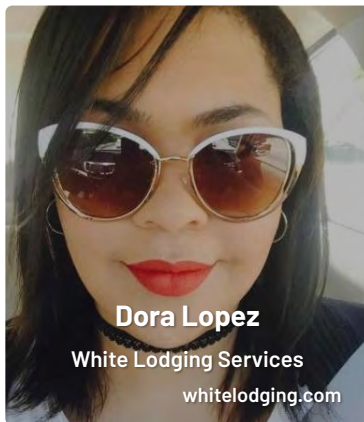
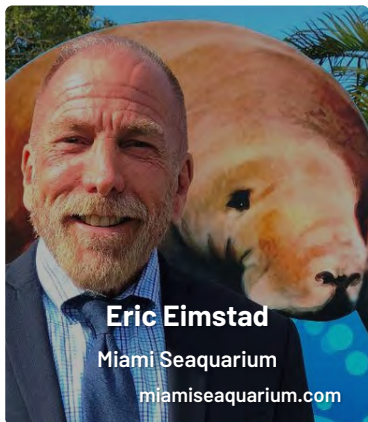
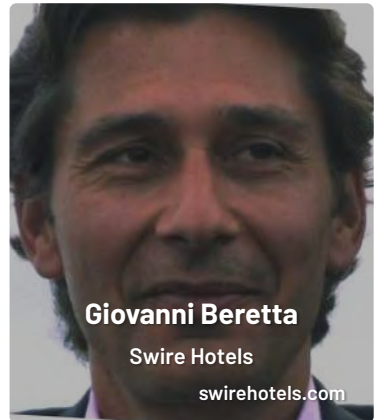
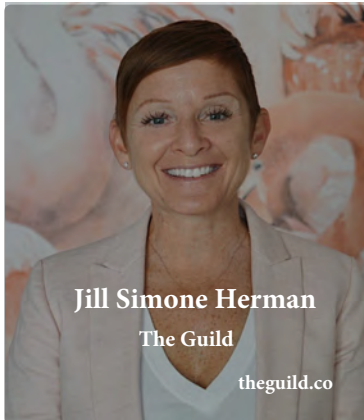
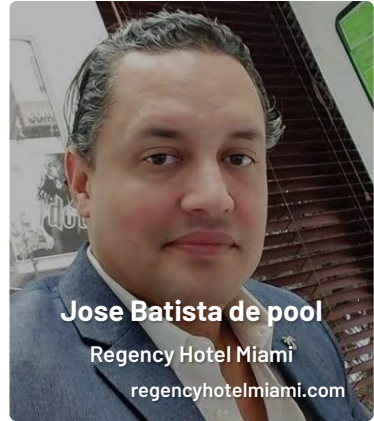
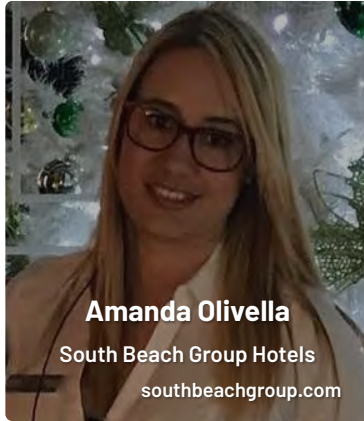
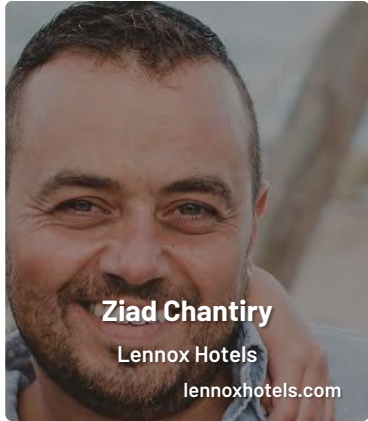
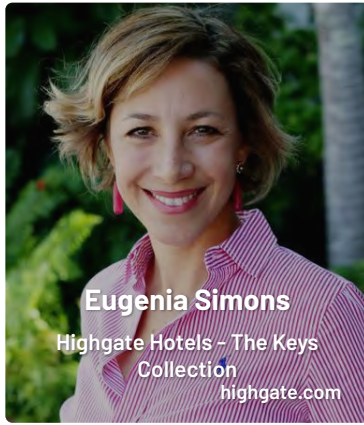
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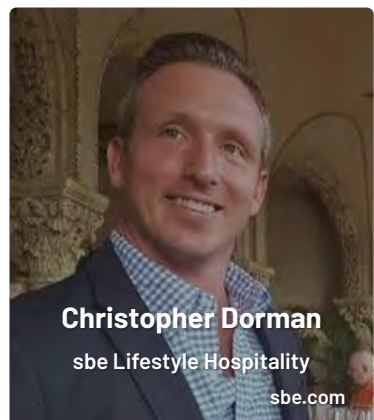
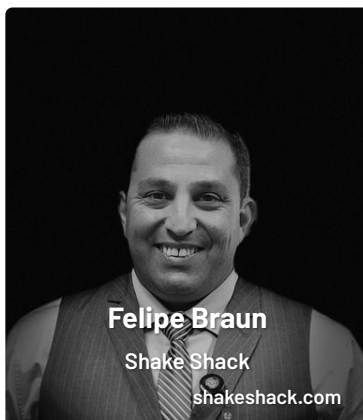
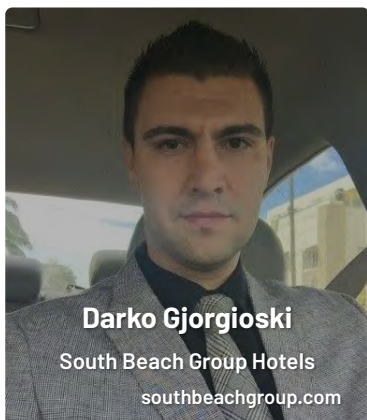
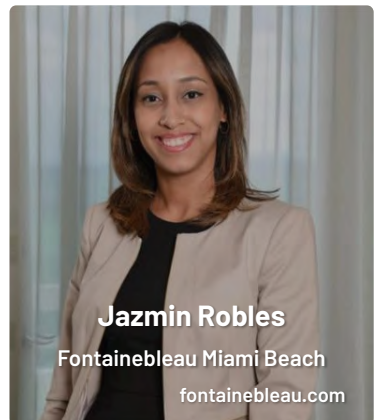
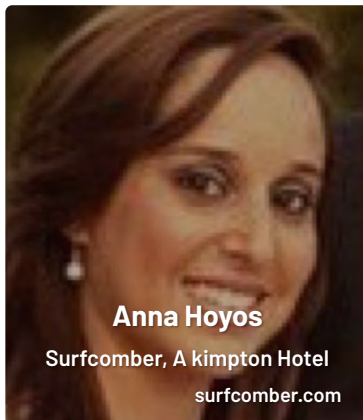
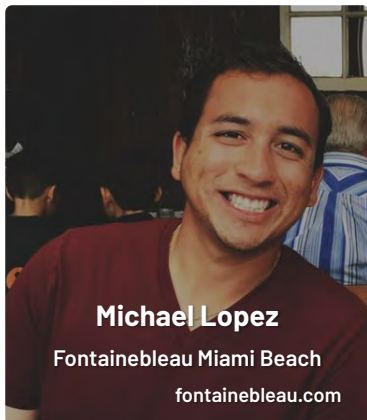
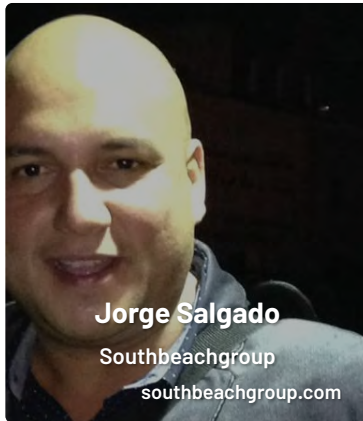
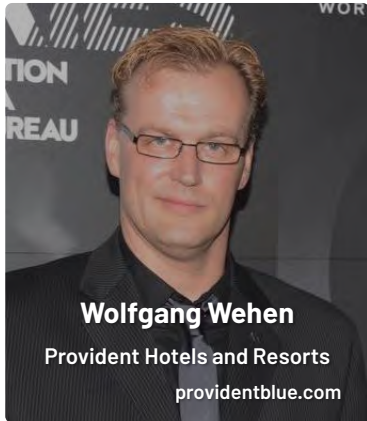
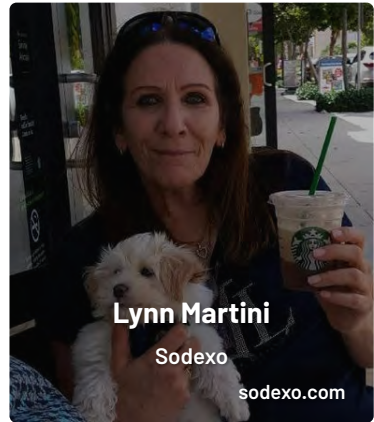
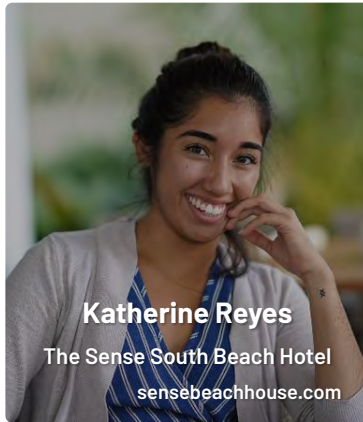
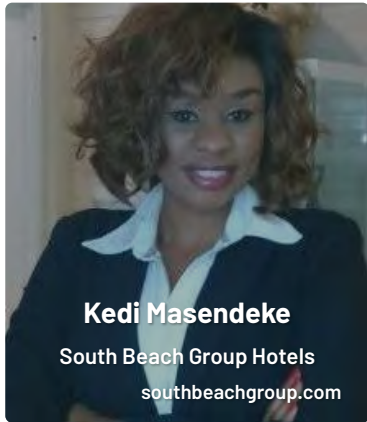
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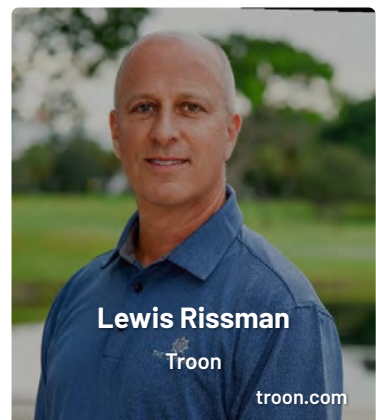
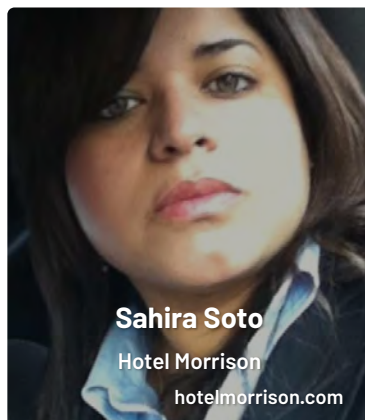
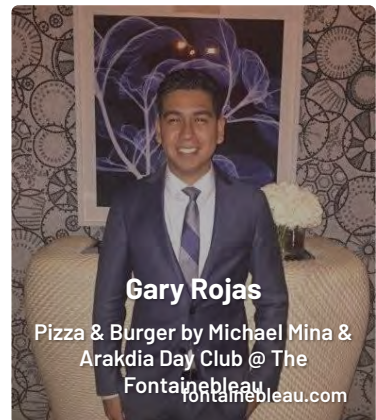
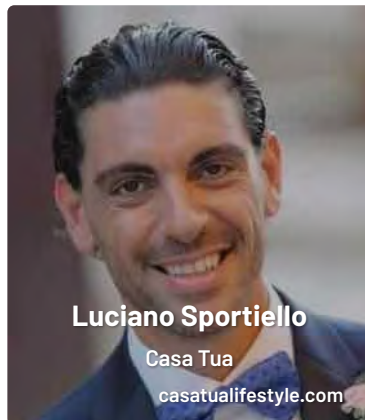
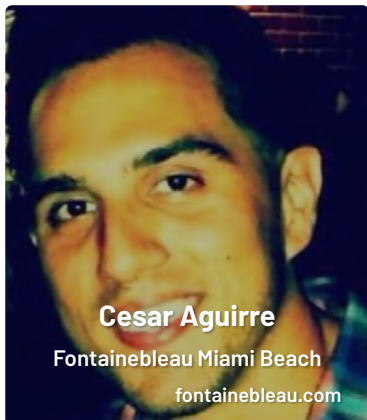
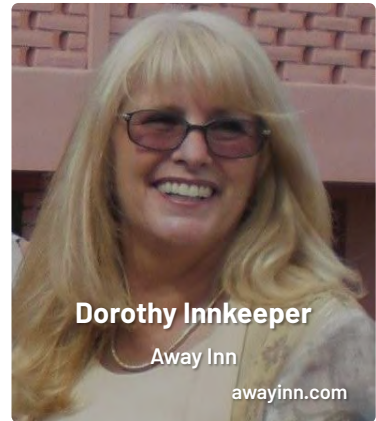
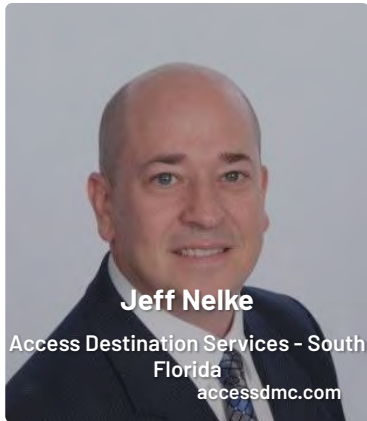
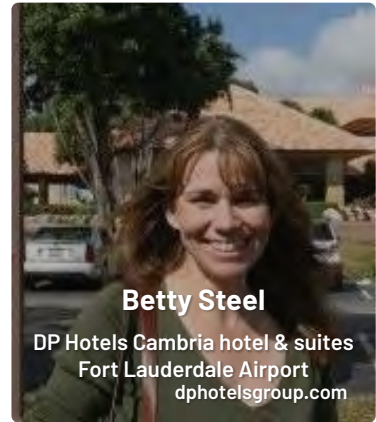
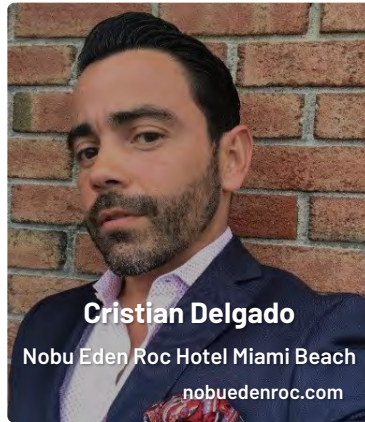
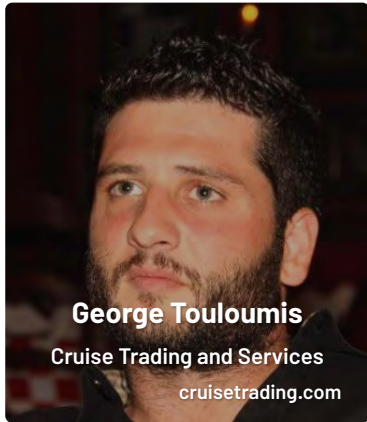
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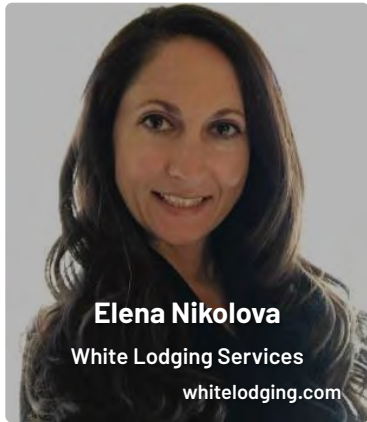












Elena Nikolova

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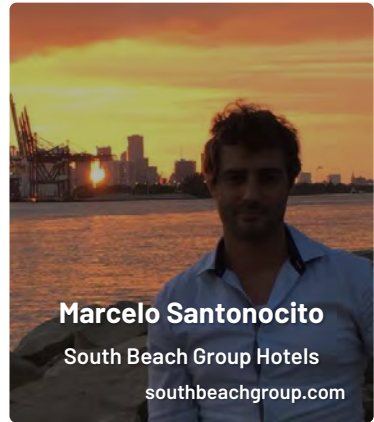
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Francois Baguet

Fontainebleau Miami Beach

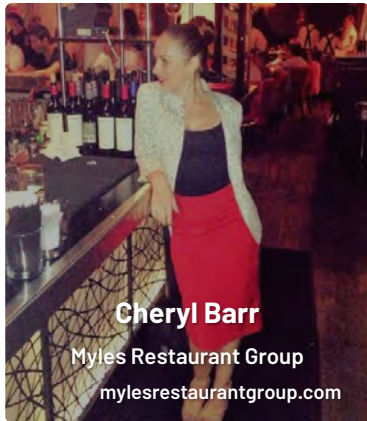
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Marcelo Santonocito

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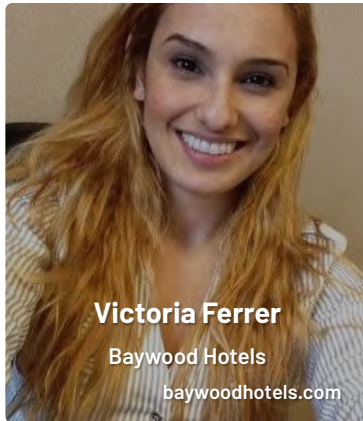
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Cheryl Barr

Myles Restaurant Group

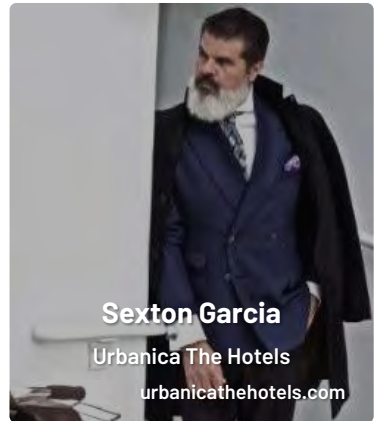
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Victoria Ferrer

Baywood Hotels

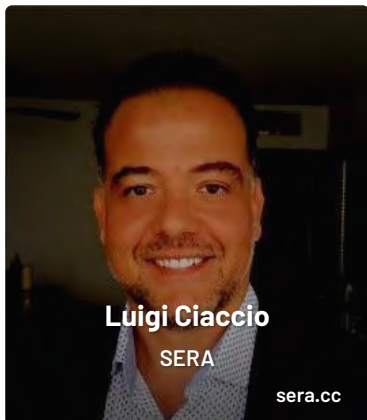
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Sexton Garcia

Urbanica The Hotels

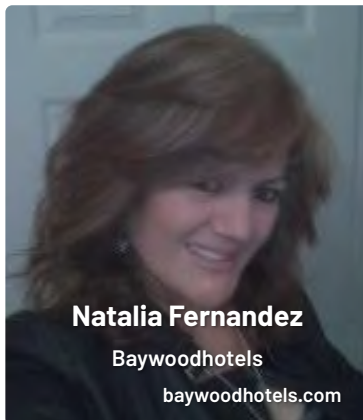
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Luigi Ciaccio

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Natalia Fernandez

Baywoodhotels

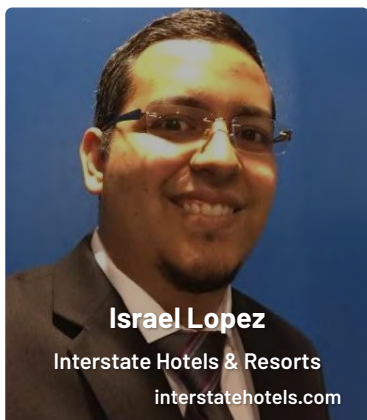
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Ray Sholes

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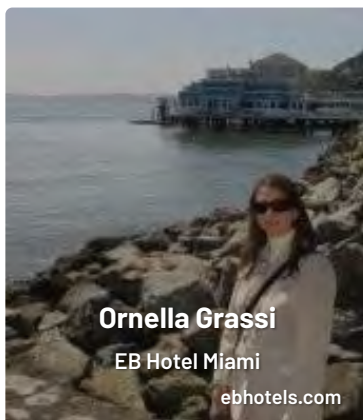
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Israel Lopez

Interstate Hotels & Resorts

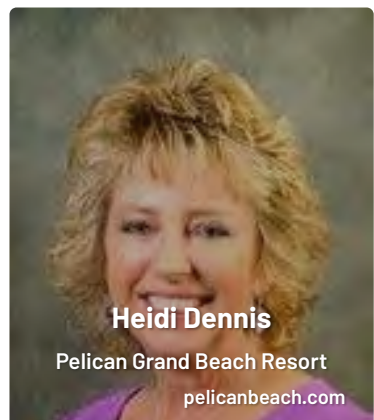
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Ornella Grassi

EB Hotel Miami

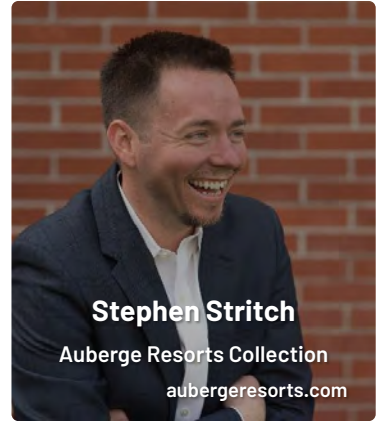
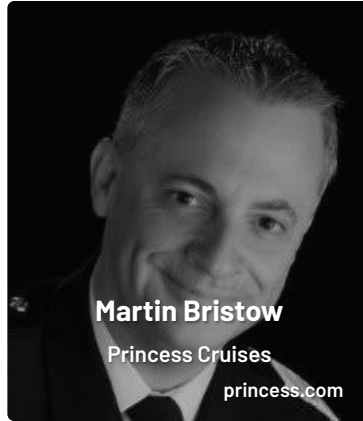
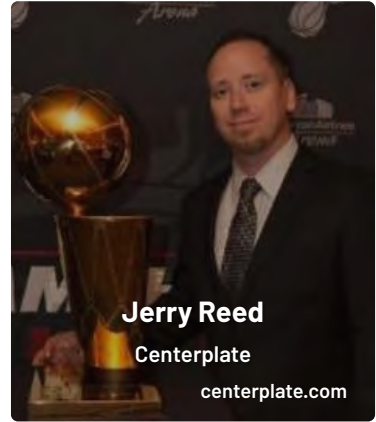
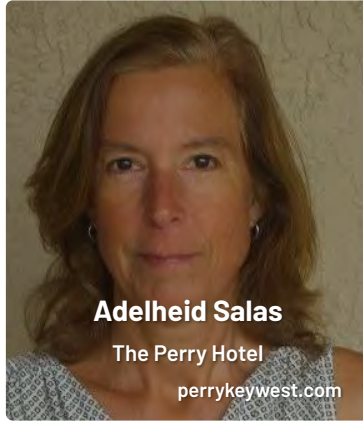
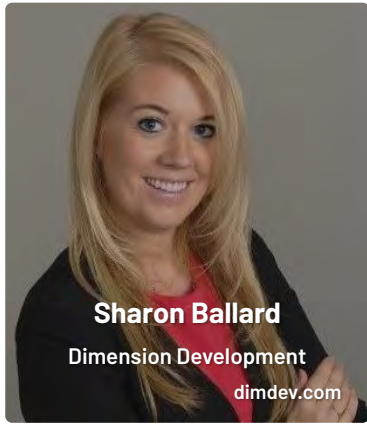
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