CHIEF
Caribbean Hospitality Industry EXCHANGE FORUM
NOV 16-18, 2026
WYNDHAM GRAND BARBADOS
SAM LORD'S CASTLE RESORT

CHIEF 2026 Program

Please note that the schedule is subject to change. Refer to the CHIEF website and event app for the most up-to-date schedule.

Monday, November 16

5:00 PM – 6:15 PM **Opening Session / Keynote**	**Opening Session - Keynote Presentation and CHIEF Awards**
DESCRIPTION	**Travel that Changes Lives: People, Purpose and the Power of Community**
PRESENTER	Bruce Poon Tip — Founder, G Adventures

Tuesday, November 17

8.30 AM – 9.15 AM	**Social Café – Networking Exchange Hub**
9.30 AM – 9.45 AM	**CHIEF Opening Session**
9:45 AM – 10:00 AM **CHIEF Talks 1**	**The AI-Powered Hospitality Business: What Every Leader Needs to Know Before 2030**
DESCRIPTION	Artificial intelligence is rapidly reshaping how hospitality businesses compete, operate, and grow. In this thought-provoking CHIEF Talk, gain a strategic perspective on what every hospitality leader needs to know to prepare for the future—from emerging opportunities and evolving business models to the leadership decisions that will define success in the years ahead.
PRESENTER	Manny Melendez — Director Direct Bookings & Distributions, Amadeus

10:00 AM – 11:00 AM **General Session 1**	**Future-Ready Leadership: Leading with Agility, Innovation and Confidence in an Era of Constant Disruption**
DESCRIPTION	Today's hospitality leaders are navigating constant disruption—from shifting traveler expectations and workforce challenges to technological change and economic uncertainty. Learn practical leadership strategies to lead with confidence, build agile and resilient teams, foster innovation, and make better decisions in an increasingly complex business environment.
MODERATORS AND PANELISTS	Moderator: Patricia Affonso-Dass - CEO and Group General Manager of Ocean Hotels James McAnally — Managing Director, Northern Caribbean & Curacao, Sandals Resorts International and TCHTA President (Turks & Caicos) Kalina Kennedy — General Manager of Margaritaville Vacation Club St. Thomas, Elysian Beach Club and Limetree Beach Club, and Chairperson, USVI Hotel & Tourism Association Paul Salmon — Chairman & CEO, Rockhouse (Jamaica)

11:00 AM – 11:15 AM **CHIEF Talks 2**	**Winning the Commercial Advantage: AI, Data and the Future of Revenue Growth**

DESCRIPTION	The way hospitality businesses attract, engage and convert guests is changing rapidly. In this thought-provoking CHIEF Talk, discover how AI, data and automation are reshaping commercial strategy—from personalized guest engagement and smarter marketing to revenue optimization. Gain strategic insights into how hospitality leaders can use these tools to remain competitive and drive sustainable business growth.
PRESENTER	Albert Vazquez — Vice President of Sales, Americas, Triptease

11:15 AM – 12:15 PM **General Session 2**	**The Future of Caribbean Tourism: Emerging Markets, New Demand Opportunities and Global Competitive Trends**
DESCRIPTION	Where will the Caribbean's next wave of growth come from? Examine the emerging traveler segments, evolving source markets and global trends shaping tourism demand, and discover practical strategies to adapt your marketing, strengthen competitiveness and position your business for future growth.
MODERATORS AND PANELISTS	Moderator: Vanessa Ledesma, CEO, Caribbean Hotel and Tourism Association Chris Davidson — Managing Director, MMGY Travel Intelligence Andrea Franklin — CEO, Barbados Tourism Marketing Inc. Frank R. Rainieri Marranzini – President & CEO, Grupo PuntaCana

12.15 PM – 1.15PM	**Lunch Break**
1.15 PM – 1.45PM	**Exchange Hub Networking**
2:00 PM – 2:30 PM **Breakout – Set 1**	**Smarter Decisions Through Data: Leveraging Analytics for Better Business Performance**
DESCRIPTION	Data is only valuable when it leads to better decisions and stronger business results. Learn how hospitality leaders are using data and analytics to identify revenue opportunities, better understand guest behavior, optimize marketing and pricing strategies, improve operational efficiency, and measure business performance. Through practical examples and real-world applications, discover how data can become a competitive advantage for your business.
MODERATORS AND PANELISTS	Moderator: Ryan Forde — Chief Executive Officer, Barbados Hotel & Tourism Association Adele Garbut — Director of Sales & Marketing, Calabash, Grenada (Grenada) Jack Newkirk — Senior Enterprise Sales Executive, Revinate

2:00 PM – 2:30 PM **Breakout – Set 1**	**The Business Case for Branding and Soft Branding: Unlocking New Paths to Growth**
DESCRIPTION	Brand affiliation is no longer a one-size-fits-all decision. Explore how branding and soft-branding models can strengthen market positioning, expand distribution opportunities, enhance technology capabilities, and improve long-term commercial performance and asset value.
MODERATORS AND PANELISTS	Moderator: Bill Clegg — Regional Director of Development, Caribbean, WorldHotels Andy Ingraham — President, Founder & CEO, National Association of Black Hotel Owners, Operators and Developers (NABHOOD) Peter Odle — Chairman, Mango Bay Group (Barbados)

2:35 PM – 3:05 PM **Breakout – Set 2**	**Developing High-Impact Middle Managers**

DESCRIPTION	Middle managers play a critical role in employee engagement, operational performance and guest satisfaction. Discover practical approaches to developing confident leaders who can motivate teams, improve performance and prepare the next generation of hospitality leaders.
MODERATORS AND PANELISTS	Moderator: Brittany Braithwaite — Chief People and Development Strategist, Ocean Hotels Group Barbados Tamar Severin — Assistant Food and Beverage Manager, Secrets St. Lucia Resort & Spa Chevaz Chambers — Vice President & General Manager, Atlantis Paradise Island (Bahamas) Kelly Ann Payne — Market Director of Human Resources All-Inclusive, Marriott International

2:35 PM – 3:05 PM **Breakout – Set 2**	**Building Community Trust: Strengthening Resident Support for Sustainable Tourism Growth**
DESCRIPTION	Hospitality businesses thrive when tourism creates value for both visitors and the communities that welcome them. Discover practical approaches to building trust, strengthening local partnerships, and creating shared value that supports residents, enhances the visitor experience, and contributes to the long-term success of both businesses and destinations.
MODERATORS AND PANELISTS	Moderator: Arlene Friday — CEO, Grenada Hotel & Tourism Association Crescenzia Biemans — Managing Director, Bucuti & Tara Beach Resort (Aruba) Marie McKenzie — Senior Vice President, Government & Destination Affairs, Carnival Corporation

3:10 PM – 3:40 PM **Breakout – Set 3**	**The Insurance Crisis: Rising Costs, Climate Risk and Hotel Viability**
DESCRIPTION	Escalating insurance costs are forcing hospitality businesses to rethink how they manage risk, invest in resilience, and protect long-term profitability. Explore practical strategies to strengthen your property's risk profile, improve insurability, and prepare for a rapidly changing insurance landscape. Hear how industry leaders are adapting to rising costs while safeguarding the long-term viability of their businesses.
MODERATORS AND PANELISTS	Moderator: Bill Clegg — Regional Director of Development, Caribbean, WorldHotels Gregor Nassief — Chief Executive Officer, GEMS Holdings Limited Maya Wiltshire — Area President, Barbados, Trinidad & Eastern Caribbean, Gallagher Caribbean Group

3:10 PM – 3:40 PM **Breakout – Set 3**	**From Sustainability to Profitability: Making Regenerative Tourism Pay**
DESCRIPTION	Regenerative tourism is redefining how hospitality businesses create value—for guests, communities and the bottom line. Explore practical examples of how hospitality businesses are turning regenerative practices into market differentiation, stronger local partnerships, new revenue opportunities and lasting business value. Learn how doing good for destinations can also strengthen profitability and long-term resilience.
MODERATORS AND PANELISTS	Moderator: Denaye Hinds — JustaTAAD, LLC Christopher Binns — Co- Principal & Chief Cultivar, STUSH in the BUSH Bridget Baumgartner — CEO, ReefStarter

4:00 PM – 4:15 PM **CHIEF Talks 3**	**The Business of Wellbeing: Building Healthier, Higher-Performing Teams**

DESCRIPTION	Employee wellbeing is no longer just a people issue—it's a business priority that affects productivity, retention and guest satisfaction. Discover how hospitality organizations are creating healthier workplace cultures that support employee wellbeing while strengthening business performance.
PRESENTER	Dr. Kerriann Peart — Founder & Principal, Peart Consulting, LLC

4:15 PM – 5:15 PM **General Session 3**	**Sustainability That Pays: Building Resilience Through Smarter Operations**
DESCRIPTION	Rising operating costs and climate-related challenges are putting increasing pressure on hospitality businesses. Discover practical strategies to improve operational efficiency, reduce costs and strengthen long-term resilience through smarter, more sustainable business practices.
MODERATORS AND PANELISTS	Moderator: Loreto Duffy-Mayers, Tourism and Sustainability Expert,Private Financing Advisory Network Kendra Hopkin-Stewart — Deputy Managing Director, Blue Horizons Garden Resort (Grenada) Kitwani Ferreira — President, Dominica Hotel and Tourism Association Paul Salmon — Chairman & CEO, Rockhouse (Jamaica)
5.15 PM – 6.15PM	**Exchange Hub Networking**

Wednesday, November 18

8.45 AM -9.15AM	**Social Café at Exchange Hub**
9.30 AM – 10.00AM	**Opening Session – CHTA Update**
10:00 AM- 10:30 AM **Special Session**	**From AI Experiment to Business Results: A Practical 90 Day Plan for Caribbean Hotels**
PRESENTER	Fredrik Sjoberg — CEO & Founder, Maison Labs - For Hoteleirs, By Hoteliers

10:35 AM – 10:50 AM **CHIEF Talks 4**	**Wellness, Adventure and Cultural Travel: Capturing High-Value Demand**
DESCRIPTION	Traveler preferences are evolving, creating new opportunities for hospitality businesses to differentiate their offerings and attract higher-value guests. Explore practical strategies to develop market-ready experiences, strengthen your competitive position and capitalize on growing demand for wellness, adventure and cultural travel.
PRESENTER	Adam Mogelonsky — Regional Director – CALA, Growth Advisors International Network

10:55 AM – 11:55 AM **General Session 4**	**Beyond the Room: Unlocking New Revenue Streams Across the Guest Journey**
DESCRIPTION	Today's highest-performing hospitality businesses generate value far beyond room revenue. Explore practical strategies to unlock new revenue opportunities across the guest journey—from pre-arrival and on-property experiences to partnerships, wellness, dining, retail and post-stay engagement. Learn how leading hospitality businesses are diversifying revenue, increasing guest spend and building stronger, more profitable businesses.
MODERATORS AND PANELISTS	Moderator: Adam Mogelonsky — Regional Director – CALA - Growth Advisors International Network

	Renatta Fielden — Marketing & Reservations Director, True Blue Bay Boutique Resort, Grenada Reynaldo Malik — Chief Operating Officer, Muy-Ono Resorts and President, Belize Hotel Association Mahmood Patel — Owner, Coco Hill Forest/Ocean Spray Apartments (Barbados)
12:00 PM – 12:30 PM **Breakout – Set 4**	**When Crisis Hits: Building Preparedness, Response and Business Continuity Plans That Work**
DESCRIPTION	Disruption can come without warning—from extreme weather and cyber incidents to health emergencies, infrastructure failures, and operational crises. Learn how to build practical preparedness, response, and business continuity plans that protect people, maintain critical operations, clarify leadership responsibilities, and accelerate recovery when a crisis occurs.
MODERATORS AND PANELISTS	Moderator: Carlos Lugo — Regional Director – CALA - Growth Advisors International Network Andre Gibson — Assistant Vice President – Eastern Caribbean, Tropical Shipping Philip Brathwaite — Health, Safety and Security Manager, Ocean Hotels Group
12:00 PM – 12:30 PM **Breakout – Set 4**	**Creating Authentic Experiences Through Regenerative Hospitality**
DESCRIPTION	Today's travelers are seeking meaningful connections with the people, culture and places they visit. Discover how hospitality businesses can create authentic experiences through local partnerships, culture and community engagement that enhances guest satisfaction, strengthens destination appeal and creates lasting value for both visitors and businesses.
MODERATORS AND PANELISTS	Moderator: Denaye Hinds — JustaTAAD, LLC Danielle Haylock-Roberts — People & Operations Manager, Hamanasi Michael Eugene — Owner, Experiences Caribbean
12.35 PM – 1.15PM	**Lunch Break**
1.30 PM – 2.20 PM	**Exchange Hub Networking**
2:25 PM – 2:55 PM **Breakout – Set 5**	**Direct Bookings, Loyalty and Building a Stronger Distribution Strategy**
DESCRIPTION	Growing direct business is about more than reducing distribution costs—it's about strengthening guest relationships and increasing profitability. Explore practical strategies to increase direct bookings, build guest loyalty and create a more balanced distribution strategy that supports long-term commercial success.
MODERATORS AND PANELISTS	Moderator: Adam Mogelonsky — Regional Director – CALA - Growth Advisors International Network Gitti Hernandez — Digital Marketing Manager, Casa de Campo Resort & Villas (DR) Jacqui McDermott — Sales & Marketing Manager, Ocean Hotels (Barbados)
2:25 PM – 2:55 PM **Breakout – Set 5**	**Building Smarter Supply Chains: Strengthening Resilience and Food Security**
DESCRIPTION	Supply chain disruptions continue to challenge hospitality businesses across the Caribbean. Explore practical strategies to strengthen local sourcing, reduce supply risks and build more resilient supply chains that support business continuity, food security and long-term operational success.

MODERATORS AND PANELISTS	Moderator: Nicola Madden-Greig — Group Director of Marketing & Sales, Courtleigh Hospitality Group Jewelle Griffin — General Manager at Timothy Beach Resort, St. Kitts Ena Harvey — International Consultant - Agrotourism / Agribusiness, CASSE Consultants Ltd

3:00 PM – 3:30 PM **Breakout – Set 6**	**Driving Business Growth Through Social Media and Influencer Marketing**
DESCRIPTION	Social media should do more than generate engagement—it should drive business growth. Discover how Caribbean hospitality businesses are using content, creators and influencer partnerships to build trust, reach the right audiences and convert online engagement into bookings and revenue.
MODERATORS AND PANELISTS	Moderator: Claire Kunzman — President, ABA Global Marketing Michaela Guzy — Travel Journalist, Documentary Filmmaker and Founder - “Oh The People You Meet" Mikael Doumeng — Manager, Bolongo Bay Beach Resort

3:00 PM – 3:30 PM **Breakout – Set 6**	**Luxury or Midscale? Positioning Your Hotel for the Next Wave of Caribbean Growth**
DESCRIPTION	Traveler expectations, investment trends, and changing market dynamics are reshaping opportunities across both the luxury and midscale segments. Explore where future growth is occurring, how guest expectations are evolving, and what owners and operators should consider when positioning their properties for long-term success.
MODERATORS AND PANELISTS	Moderator: Sanovnik Destang — Executive Director, Bay Gardens Resorts Janine Edwards — Founder and CEO of JanineConencts.com Dalan Vanterpool — Chief Marketing officer of MHV Resorts & Hotels

3:35 PM – 4:05 PM **Breakout – Set 7**	**Transforming Hospitality Performance: AI for Operations, Guest Experience and Commercial Growth**
DESCRIPTION	Improving operational efficiency, enhancing guest satisfaction, and growing revenue are priorities for every hospitality business. Discover practical ways hotels are applying AI across the enterprise to automate routine tasks, support better decisions, personalize guest interactions, and strengthen commercial performance. Learn where the technology delivers the greatest value—and how to implement it while preserving the authentic hospitality that distinguishes the Caribbean.
MODERATORS AND PANELISTS	Moderator: Carlos Lugo — Regional Director – CALA - Growth Advisors International Network Timothy Williams — General Manager, Blue Horizon Hotel Barbados April Andras — Vertical Vice President of Sales, PMS Portfolio at Fullsteam

3:35 PM – 4:05 PM **Breakout – Set 7**	**Delivering Authentic Caribbean Hospitality: Building Teams That Create Memorable Guest Experiences**
DESCRIPTION	Authentic Caribbean hospitality is one of the region's greatest competitive advantages. Learn practical approaches to developing service cultures that empower employees to consistently deliver memorable guest experiences rooted in the warmth, culture and authenticity that distinguish the Caribbean.

MODERATORS AND PANELISTS	Moderator: Kelly Fontenelle — CEO, St. Kitts Tourism Authority Alexandra Chirlias — General Manager, Grand Case Beach Club (St. Martin) Rebecca Haskins - Charles — Accounts Manager, Shoal Bay Villas (Anguilla)

4:10 PM – 4:25 PM **CHIEF Talks 5**	**From Employees to Entrepreneurs: Empowering the Next Generation of Caribbean Tourism Innovators**
DESCRIPTION	A stronger Caribbean tourism industry depends on developing tomorrow's entrepreneurs as well as today's workforce. Discover how hospitality businesses can inspire innovation, support local enterprise, and foster entrepreneurial thinking to create new opportunities for employees, strengthen their organizations, and contribute to a more resilient and competitive Caribbean tourism industry.
PRESENTER	Anthia Butler — Founder & Chief Experience Officer - The Impact Agency (Bahamas)

4:25 PM – 5:25 PM **General Session 5**	**Winning the Talent Challenge: Attracting, Developing and Retaining the Caribbean Hospitality Workforce**
DESCRIPTION	Competition for talent is reshaping how hospitality businesses recruit, develop and retain their workforce. Explore practical strategies to build an engaged workforce, create meaningful career pathways and develop workplace cultures that attract talent and improve long-term business performance.
MODERATORS AND PANELISTS	Moderator: Nicole Antonio Gadsdon — Founder & Director, Banana Pepper HR Daniela Correia Ricalis — CEO & Founder, DC Global Talent Barry Collymore — Chairman, Mount Cinnamon, Grenada (Grenada) Brittany Braithwaite — Chief People and Development Strategist, Ocean Hotels Group Barbados
5.25 PM – 5.40 PM	**CHIEF Closing Session**