

# 2024 AGENDA

All sessions are recorded for on-demand access for delegates.

MONDAY, NOVEMBER 4, 2024

## PRE-SUMMIT ACTIVITIES

### 8:30AM - 12:00PM

Meet in the lobby of the Old Course Hotel

### St Andrews Half-Day Walking Tour

Explore the historic town of St Andrews, Scotland, with **Val Eglinton**, an esteemed Scottish tour guide. As you embark on a walking tour of this charming gem nestled on the east coast of Scotland, prepare to step back in time and immerse yourself in the rich tapestry of its storied past. St Andrews, often referred to as the “birthplace of golf” and boasting the prestigious university that bears its name, is a town where ancient architecture, academic brilliance and coastal beauty converge.

*Must be pre-registered to participate.*

### 10:00AM - 12:30PM

Meet in the library of the Old Course Hotel

### Sacred Healing Tour

Embark on a transformative journey through the historic and sacred sites of St Andrews with the “Sacred Healing Tour” guided by renowned historian Professor **Martin Palmer**. This immersive tour will take you on an enlightening exploration of the spiritual and healing heritage of this ancient town, providing historical insights on the relic of St Andrew, the healing shrine of St Andrew, the sacred geography of the town, the rise of the University, the impact of the Reformation and the role of St Andrews in the Scottish Enlightenment.

*Must be pre-registered to participate.*

**12:30 - 6:00PM**

Ballroom Foyer  
(Lobby Level)

**Registration Desk and Check-In Open**

Check in for the Summit and receive your event agenda, delegate directory and name tag. Collect your *number pin* (acknowledging the number of Global Wellness Summits you've attended) and your beautiful gift bag.

***Ensure the event's mobile app is installed to maximize your Summit experience.***

**1:00 - 4:45PM****KNOWLEDGE WORKSHOPS****1:00 - 1:45PM**

Ballroom

**Knowledge Workshop**

*The Global Wellness Institute: A Watershed Moment for Empowering Wellness Worldwide*

Learn how the nonprofit Global Wellness Institute (GWI) pillars have contributed to this watershed moment for the industry. Hear from those involved in Research, Initiatives, Wellness Evidence, Geography of Wellness, Wellness Moonshot: A World Free of Preventable Disease, Ambassadorships, BBC StoryWorks and more. The impact of this work could result in a watershed moment for your business.

**Moderated by**

**Nancy Davis**, Chief Creative Officer & Executive Director, Global Wellness Institute, United States

**Panelists**

**Susie Ellis**, Chair & CEO, Global Wellness Institute, United States

**Jessi Brandt**, Director of Programs & Operations, Global Wellness Institute, United States

**Kristiana Tarnuzzer**, Director of Development, Global Wellness Institute, United States

**Global Wellness Institute Board of Advisors**

**Alexia Brue**, Co-Founder, Well+Good, United States

**Richard Carmona, MD**, Chief of Health Innovation, Canyon Ranch; 17th Surgeon General of the US, United States

**Anjan Chatterjee, MD**, Professor of Neurology, Psychology & Architecture, University of Pennsylvania; Founding Director, Penn Center for Neuroaesthetics, United States

**Pierre-Louis Delapalme**, Co-President & Co-Chairman, Biologique Recherche, France

**Michelle Floh**, CEO, R&J Abramson Foundation, United States

**Sue Harmsworth, MBE**, Founder, SATCC and ESPA, United Kingdom

**Aradhana Khowala**, CEO, Aptamind Partners; Chair, Red Sea Global Advisory Board, United Kingdom

**Victor Koo**, Co-Founder, Tianren Culture, Hong Kong (SAR China)

**Mia Kyricos**, President & Chief Wellness Officer, Kyricos & Associates LLC, United States

**Renee Moorefield, PhD**, CEO, Wisdom Works Group, United States

**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom

**Laurie Racine**, President, Racine Strategy, United States

**Michael Roizen, MD**, Chief Visionary, Great Age Reboot, United States

**Rupert Schmid**, Co-President & Co-Chairman, Biologique Recherche, France

**Jean Sung**, Head of The Philanthropy Centre, J.P. Morgan Private Bank, Hong Kong (SAR China)

### **GWI Research Team**

**Tonia Callender**, Research Fellow, Global Wellness Institute, United States

**Joanne Hopkins**, Research Fellow, Global Wellness Institute, United States

**Katherine Johnston**, Senior Research Fellow, Global Wellness Institute, United States

**Ophelia Yeung**, Senior Research Fellow, Global Wellness Institute, United States

*Global Wellness Institute Advisory Board Members, Initiative Members, Geography of Wellness Country Partners and Ambassadors who are present will be introduced.*

---

**2:00 - 2:45PM**

Ballroom

**Knowledge Workshop*****NADclinic: Optimizing Human Performance & Brain Health***

Unlock the potential of longevity in the hospitality and wellness industries with this targeted workshop. Innovative strategies and therapeutics will be presented that can enhance guest experiences and boost business growth—from a deep dive into the NAD+, known as the “miracle molecule,” to advanced diagnostics and hyper-personalized programs aimed at ultimate human performance.

**Iain DeHavilland**, Founder & CEO, NADclinic,  
United Kingdom

---

**3:00 - 3:45PM**

Ballroom

**Knowledge Workshop*****Red Sea Global: Interactive Workshop with Renowned Industry Leaders***

Bringing together renowned wellness operators from Clinique La Prairie, Jayasom, Ananda, Equinox, Six Senses, as well as Sue Harmsworth, Red Sea Global will host an interactive workshop to delve into the evolution of wellness brands and emerging industry trends. The workshop will feature live polling, small group breakouts and case study challenges, providing attendees a unique opportunity to engage with industry visionaries offering key insights for navigating the global wellness landscape and shaping future-forward wellness experiences.

**Lindsay Madden-Nadeau**, Senior Director  
Development - Wellness Strategy, Red Sea Global,  
Saudi Arabia

---

4:00 – 4:45PM

Ballroom

**Knowledge Workshop****Cred International:** *Japan Innovates a New Approach to Postpartum Care*

Presenting AMATERASU, a postpartum care hotel brand originating from Japan and designed to help new mothers recover both physically and mentally after childbirth. In partnership with renowned hotels across the country, AMATERASU provides a comfortable and comprehensive stay where new mothers can focus on their recovery. The service includes professional postpartum care provided by specialists.

**Yoriko Soma**, CEO, Conceptasia Inc., Japan

5:00 – 5:30PM

Ballroom

**New Delegate Orientation: Making the Most of Your First Summit**

*An informal meeting for first-time delegates to learn about the Summit and connect with key leadership.*

**Moderated by****Nancy Davis**, Chief Creative Officer & Executive Director, Global Wellness Summit, United States**Panelists****Susie Ellis**, Chair & CEO, Global Wellness Summit, United States**Michelle Gamble**, VP, Global Business Development, Global Wellness Summit, United States**Beatrice Hohegger**, Director of Events, Global Wellness Summit, United States**Jessi Brandt**, Director of Programs & Operations, Global Wellness Summit, United States**Global Wellness Summit Advisory Board****Amir Alroy**, Co-Founder, Welltech Ventures, Israel**Anna Bjurstam**, Wellness Pioneer, Six Senses, Sweden**C. Victor Brick**, CEO, Ohana Growth Partners, LLC; Co-Founder, John W. Brick Mental Health Foundation, United States

5:00 – 5:30PM

Ballroom

## New Delegate Orientation: Making the Most of Your First Summit Continued

**Tony de Leede**, Founder, Gwinganna Lifestyle Retreat, Australia

**Cathy Feliciano-Chon**, Managing Partner, FINN Partners Company Limited, Hong Kong (SAR China)

**Nicola Finley, MD**, Physician and Founder, Dr. Nicola PLLC, United States

**Irene Forte**, Founder & CEO, Irene Forte Skincare, United Kingdom

**Maggie Hsu**, Partner, Andreessen Horowitz, United States

**Ömer İsvan**, President, Servotel Corporation, United Kingdom

**Jessica Jesse**, CEO, Founder & Creative Director, BUDHAGIRL®, United States

**Hannah Messerli, PhD**, Economic Development Specialist, George Washington University, United States

**Veronica Schreibeis Smith**, CEO & Founding Principal, Vera Iconica Architecture & Developments, United States

**Yoriko Soma**, CEO, Conceptasia Inc., Japan

**Prof. Mary Tabacchi, PhD, RD**, Professor Emerita, Cornell University, United States

6:00 – 6:45PM

Conservatory

## Private VIP Cocktail Reception for Sponsors, GWI Ambassadors, Susie Ellis Scholarship Recipients, Geography of Wellness Country Partners + Media

**Hosted by the GWS Advisory Board and the GWI Board of Advisors**

*\*Please see full list of media at the end of the agenda.*

**7:00 – 9:00PM**

4th Floor of the Old Course Hotel

**Welcome Party***Welcome to Scotland!*

Embrace the spirit of Scottish hospitality with delicious local cuisine and the iconic sound of the bagpipes, as we set the stage for an unforgettable Summit at the Old Course Hotel, Golf Resort & Spa.

**Sponsored and Hosted by Kohler and the Old Course Hotel—the 2024 GWS Host Sponsors***Attire: Kilts welcome!***9:15 – 10:00PM****AFTER DINNER CONVERSATIONS**

Old Course Hotel

*The Scottish hospitality continues as we invite delegates to gather informally at the Old Course Hotel. Have a hot tea, make new friends, reconnect with old friends and feel even more a part of the Global Wellness Summit clan. Select from two cozy locations with various hosts.*

**9:15 – 10:00PM**Old Course Hotel  
Sands (Lobby Level)**Welcoming Hosts****Alexia Brue**, Co-Founder, Well+Good, United States**Ömer İsvan**, President, Servotel Corporation,  
United Kingdom**Anna Bjurstam**, Wellness Pioneer, Six Senses,  
Sweden**9:15 – 10:00PM**Old Course Hotel  
Library (Lobby Level)**Welcoming Hosts****Amir Alroy**, Co-Founder, Welltech Ventures, Israel**Richard Carmona, MD**, Chief of Health Innovation,  
Canyon Ranch; 17th Surgeon General of the US,  
United States**Yoriko Soma**, CEO, Conceptasia Inc., Japan

DAY ONE

CHOICE OF FOUR CONCURRENT MORNING WELLNESS ACTIVITIES

**6:30 – 7:10AM**

Meet in the lobby of the Old Course Hotel

**A Walkshop: The Redemptive Power of Nature**

*This walkshop will explore the science underpinning the positive effects of walking on mental and physical wellbeing.*

Join us for a transformative 40-minute walkshop led by renowned economist **Thierry Malleret** and his wife and business partner, **Mary Anne Malleret**, exploring the redemptive and healing power of nature. This unique experience will take place in the scenic setting of St Andrews, perfect for immersing yourself in the beauty and tranquility of the outdoors.

*Attire: Comfortable walking shoes and weather-appropriate outerwear.*

*Must be pre-registered to participate.*

**6:30 – 7:10AM**

Meet in the lobby of the Old Course Hotel

**The Sanctum Outdoor Immersion—A Global Phenomenon**

Join **Luuk Melisse**, founder of Sanctum, for a powerful morning energizer that will ignite your mind and body. Sanctum is a transformative movement experience that blends the best of Eastern wisdom and modern fitness, including HIIT, Kundalini yoga, positive psychology, mind conditioning and martial arts, all woven into the unique Sanctum sequence.

*Attire: Comfortable workout clothes and weather-appropriate outerwear.*

*Must be pre-registered to participate.*



**6:30 – 7:15AM**

Old Course Hotel  
Conservatory

**Gentle Yoga with Ashley Kohler**

This is a slow-flow class with a focus on breath and alignment. We will find both relaxation and strength in our practice together as we slowly move through different asanas (postures) to open the body and calm the mind.

*Must be pre-registered to participate.*

**6:30 – 7:45AM**

Check in at the Old  
Course Hotel spa  
reception desk

**Ice Bath by Kohler x Remedy Place**

Experience a new dimension in self-care and innovative design with the Ice Bath by Remedy Place. Through a guided session, you will submerge in 4°C /39°F water for up to six minutes.

*Must be pre-registered to participate.*

**6:30 – 8:00AM****Breakfast at Your Hotel****THE 18TH ANNUAL GWS PLENARY SESSIONS BEGIN****8:30 – 8:50AM**

Hall of Champions

**Majesty in Motion**

*Water in Every Form*

**Louie Schwartzberg**, Filmmaker & CEO, Moving Art,  
United States

**8:55 – 9:05AM**

Hall of Champions

**Welcome**

*The Power of Collaboration*

**Nancy Davis**, Chief Creative Officer & Executive  
Director, Global Wellness Summit, United States

**9:10 – 9:20AM**

Hall of Champions

**Welcome & Keynote**

*A Watershed Moment*

**Susie Ellis**, Chair & CEO, Global Wellness Summit,  
United States

**9:25 – 9:35AM**

Hall of Champions

**Welcome & Keynote**

*Welcome to Our Home*

**Nina Kohler**, Strategy & Design Consultant, Kohler  
Co.; 2024 GWS Co-Chair, United States

**9:40 – 10:00AM**

Hall of Champions

**Keynote***The Challenge of the Century: Water***J. Carl Ganter**, Founder, Circle of Blue, United States**10:05 – 10:15AM**

Hall of Champions

**Welcome & Keynote***Widening the Tentpoles***Freddie Moross**, Founder & CEO, Myndstream; 2024 GWS Co-Chair, United Kingdom**10:20 – 10:40AM**

Hall of Champions

**Keynote***You Are Your Brand: Strategies for Companies & CEOs***Jeremy Jauncey**, Founder, Beautiful Destinations, United Arab Emirates**10:45 – 11:15AM**Hall of Champions,  
Tom Kidd &  
Hotel Lobby**Networking Energy Break | Innovation Lab****11:20 – 11:30AM**

Hall of Champions

**Welcome & Keynote***Impact: We Can Do More Together...Now***Aradhana Khowala**, CEO, Aptamind Partners; 2024 GWS Co-Chair, United Kingdom**11:35 – 11:55AM**

Hall of Champions

**Keynote***Groundbreaking Technology: Turning Waste Into Water***Sarah Livia Brightwood**, President, Rancho La Puerta, Mexico**12:00 – 12:20PM**

Hall of Champions

**Keynote: Research***Wellness Is Serious Business: Let's Get Serious About Wellness***Katherine Johnston**, Senior Research Fellow, Global Wellness Institute, United States  
**Ophelia Yeung**, Senior Research Fellow, Global Wellness Institute, United States

## THREE CONCURRENT OPTIONS

**12:25 - 1:45PM**

Hotel Lobby

**Innovation Lab Open**

**12:25 - 12:55PM**

Hall of Champions

**Press Conference for Media Only**

**12:25 - 1:45PM**

Lobby Level  
Sands: Topics 1-11

**Interactive Lunch | Table Topics | “Ask the Experts”**

*Sponsored by Biologique Recherche*

**Architecture & Design**

*1. Ecosystems in Architecture: Energy, Water, Air Quality*

**Anna Dyson**, Hines Professor of Architecture, Yale School of Architecture, United States

*2. Wellness Architecture: The Future*

**Veronica Schreibeis Smith**, CEO & Founding Principal, Vera Iconica, United States

**Art & Wellness**

*3. Design, Neuroscience and Water*

**Ari Peralta**, Chief Innovation Officer, COCUN, United States

*4. Where I See Art & Wellness Coming Together*

**Louie Schwartzberg**, Filmmaker & CEO, Moving Art, United States

**Bathing/Hydrothermal Practices**

*5. Why Sauna Is Suddenly So Hot*

**Thorsten Bichler**, Director International Sales, Klafs GmbH, Germany

**Raleigh Duncan**, Founder & CEO, Sauna Works Inc., United States

*6. Popularity of Contrast Therapy and Ice Baths*

**Jonathan Leary, DC**, Founder & CEO, Remedy Place, United States

Lobby Level  
Sands: Topics 1-11

## Beauty

*7. Mistakes to Avoid in the Beauty Industry*

**Pierre Louis Delapalme**, Vice-Chairman, Biologique Recherche, France

*8. A Watershed Moment: Professionally & Personally*

**Rupert Schmid**, Head of Global Sales, Biologique Recherche, France

## Biohacking

*9. Biohacking*

**Dave Asprey**, CEO, Upgrade Labs, 40 Years of Zen, United States

*10. How to Add Biohacking to Wellness*

**Anna Bjurstam**, Wellness Pioneer, Six Senses, Sweden

## Blue Zones

*11. The Future for Blue Zones*

**Shelly Trumbo**, Chief Transformations Officer, Blue Zones LLC, United States

Lobby Level  
Conservatory:  
Topics 12-20

## Business

*12. Membership Models That Work Well*

**Wendy Nierel Bosolovage**, Chief Wellness Officer, LIVunLtd, United States

*13. Emerging Entrepreneurial Opportunities*

**Tony de Leede**, Founder, Gwinganna Lifestyle Retreat, Australia

*14. Adding Curated Programs That Work*

**Marina Efraimoglou**, Owner & Founder, Euphoria Retreat, Greece

*15. Let's Talk About Licensing and Franchising*

**David Stoup**, Chairman & CEO, Trilogy Spa Holdings/ Healthy Lifestyle Brands, United States

Lobby Level  
Conservatory:  
Topics 12-20

### Design/Philanthropy

16. *Kohler Values of Design and Philanthropy*

**Nina Kohler**, Strategy & Design Consultant, Kohler Co., United States

### Economic Outlook

17. *What HNW Individuals Are Investing in Now*

**Thierry Malleret**, Founder and Managing Partner, Monthly Barometer, France

18. *Returns From Investing in Environment and Sustainable Development*

**Martin Palmer**, President, Faithinvest; Chair, WWF Beliefs and Values, United Kingdom

### Government & Wellness

19. *Government's Role in Incorporating Wellness*

**Yasuhiro Nagano**, Mayor, Beppu City, Japan

### Hospitality/Spa/Wellness

20. *Accor: Spa and Wellness Vision*

**Emlyn Brown**, Global SVP Wellness, Accor, France

Lobby Level  
Ballroom:  
Topics 21-50

21. *Carillon Miami: Future Plans*

**Patrick Fernandes**, Executive Managing Director, Carillon Miami Wellness Resort, United States

22. *Let's Talk Bottom Line Numbers*

**Patrick Huey**, Director of Operations, Global Wellbeing, Hyatt, United States

**Trent Munday**, SVP, Mandara Spa, Thailand

### Investment/Development

23. *The Global Development & Investment Picture*

**Ömer Isvan**, President, Servotel, United Kingdom

24. *Getting Ahead and Staying Ahead in Business*

**Neil Jacobs**, CEO, Six Senses, Singapore

Lobby Level  
Ballroom:  
Topics 21-50

### Longevity

25. *Longevity and Hospitality: What Works, What Doesn't*

**Iain De Havilland**, Founder & CEO, NADclinic, United Kingdom

26. *How a Storied Brand Stays on the Cutting Edge*

**Simone Gibertoni**, CEO, Clinique La Prairie SA, Switzerland

27. *Promising Investment Opportunities in Healthcare*

**Emma Hague**, Founder, g squared, United Kingdom

28. *Global Longevity Expansion*

**Isaac Jones, DC**, Founder, Health Experts Alliance; Founder & CEO, Centagio, United States

### Luxury

29. *Luxury Differences Between 85 Countries*

**Riadh Bouaziz**, Owner & CEO, RKF Luxury Linen, France

30. *How High Value Art Affects the Guest*

**Alexandra Walterspiel**, President & COO, Sensei, United States

### Marketing

31. *Let's Talk About China*

**Cathy Feliciano-Chon**, Managing Partner, FINN Partners Company Limited, Hong Kong (SAR China)

32. *How to Get Millions of Followers on Social Media*

**Jeremy Jauncey**, Founder & CEO, Beautiful Destinations, United States

Lobby Level  
Ballroom:  
Topics 21-50

DAY 1 (Tuesday)

## Medical

33. *Understanding the Salutogenesis Model of Health*

**Marian Alonzo, MD**, Medical Chief, The Farm at San Benito, Philippines

34. *My Prediction Regarding Semiglutide Use*

**Elke Benedetto-Reisch, MD**, Medical Director Marienstein Privatklinik GmbH, Germany

35. *The Wellness Moonshot: A World Free of Preventable Disease*

**Richard Carmona, MD**, Chief of Health Innovation, Canyon Ranch, United States

36. *Getting Integrative Wellness and Hospitality Right*

**Susan Harmsworth, MBE**, Founder, ESPA & SATCC, United Kingdom

37. *Understanding Opportunities with Photobiomodulation (PBM)*

**James Carroll**, CEO & Chief Scientific Officer, NovoTHOR, United Kingdom

## Middle East

38. *Adding a Wellness Brand to Saudi and Qatar*

**Karen Campbell**, Business Development Director, Chiva-Som, Thailand

39. *Saudi Happenings: Red Sea Global, Neom, AMAALA*

**Lindsay Madden-Nadeau**, Senior Director, Development- Wellness Strategy, Red Sea Global, Saudi Arabia

## Nutrition

40. *Nutrition Education in the Wellness World*

**Mary Tabacchi, PhD, RD**, Professor Emerita, Cornell University, United States

Lobby Level  
Ballroom:  
Topics 21-50

*41. Nutrition for Mental Wellness and Running Ultra Marathons*

**Shawn Talbott, MD**, Chief Science Officer, Amare Global, United States

### Sleep

*42. Everything You Should Know About Sleep, but Are Too Tired to Ask*

**Rebecca Robbins, MD**, Assistant Professor, Harvard Medical School; Sleep Scientist, Brigham and Women's Hospital, United States

### Sports & Wellness

*43. Understanding Sports Tourism*

**Terry Stevens**, Managing Director, Stevens & Associates, United Kingdom

*44. Fitness & Recovery in Hospitality: First Year Learnings*

**Zoe Wall**, VP, SIRO & Wellness, Kerzner International, United Arab Emirates

### Technology & AI

*45. Wellness and Health Technology Update*

**Amir Alroy**, Co-Founder, Welltech Ventures, Israel

*46. Should We Welcome Robotic Massage?*

**Sammy Gharieni**, Founder & CEO, Gharieni Group, Germany

*47. Crypto, AI and the Wellness Industry*

**Maggie Hsu**, Partner, Andreessen Horowitz, United States

*48. Compassionate AI - Opportunity for Our Industry?*

**Victor Koo**, Co-Founder, Tianren Culture, Hong Kong (SAR China)

*49. Using AI at Cleveland Clinic*

**Michael Roizen, MD**, Chief Visionary, Great Age Reboot, United States



Lobby Level  
Ballroom:  
Topics 21-50

## Water

*50. A Water Focused Business: The Way Forward?*

**Christopher Barrett**, Chief Executive Officer,  
WorldSprings, United States

4th Floor  
Road Hole Restaurant:  
Topics 51-68

*51. Wellness and Hotsprings: Opportunities and Challenges*

**Olimpia Caputi**, Sales Manager, Terme di Saturnia,  
Italy

*52. Our Industry's Responsibility Regarding Water*

**Marc Cohen, MD, PhD**, Medical, Science, Research  
and Education Director, Peninsula Hot Springs,  
United States

*53. Wild Swimming's History in Scotland*

**Anna Deacon**, Photographer and Author, United  
Kingdom

*54. Water, Our Industry and the Climate: Q & A*

**J. Carl Ganter**, Managing Director, Circle of Blue,  
United States

*55. Addressing Water Concerns with Water-  
Focused Projects*

**Robert Hammond**, President & Chief Strategy  
Officer, Therme Group US, United States

*56. Q & A with Wim Hof*

**Wim Hof**, Founder, innerfire b.v, Netherland

*57. History of Kohler and Water*

**Ashley Kohler**, General Manager - Wellness,  
Kohler Hospitality, United States

*58. How Aqua Dome Manages Its Use of Water*

**Barbara Krabath**, General Manager, Aqua Dome -  
Tirol Therme Laengenfeld GmbH & Co KG, Austria

*59. Managing Water Needs*

**Kim Nyheim Ragnarsson**, CEO, The Well, Norway

4th Floor  
Road Hole Restaurant:  
Topics 51-68

*60. Unique Water Issues in Thalassotherapy Destinations*

**Jean Pascal Phelippeau**, CEO, Relais Thalasso, France

*61. How Evian Addresses Water Questions*

**Patrick Saussay**, Founder & CEO, GPSA - EVIANSPA, France

*62. Challenges in Caring for Our Natural Hot Springs*

**Mike Watts**, Owner, Castle Hot Springs, United States

*63. Investing in the Thermal Springs Space*

**David Wickline**, Founder & CEO, Alchemy Resorts, United States

#### **Wellness Real Estate & Communities**

*64. Mixed Use Real Estate: Variations Around the World*

**Robin Conners**, CEO, 360AMI / Blueprint Global, United States

*65. Raising Money to Develop a Wellness Community*

**Charles Heath**, Managing Member, Ameyalli Development Company, United States

*66. Keys to Excellence in Wellness for Senior Living*

**Mary Leary**, President & CEO, Mather, United States

*67. Research Results Impacting Aging Well*

**William Wesley Myers**, Vice President, Wellness Strategies, Mather, United States

*68. Environmental Health in Residential Construction: What's Important to Consumers*

**Jillian Pritchard Cooke**, Founder, Wellness Within Your Walls, United States

4th Floor  
Swilcan Loft:  
Topics 69-75

### Wellness Tourism

69. *Wellness Tourism Trends*

**Andrew Gibson**, Owner, Andrew Gibson Advisory AB, Sweden

70. *What Really Works to Spur Wellness Tourism*

**Liliosa Libosada**, Chief, Philippine Department of Tourism, Philippines

### Workplace Wellbeing

71. *Workplace Wellness Best Practices*

**Denise Bober**, Chief Human Resources Officer, The Breakers Palm Beach Inc., United States

72. *Workplace Wellbeing: Surprising Research Results*

**Jan-Emmanuel De Neve, PhD**, Professor, University of Oxford, United Kingdom

73. *Pros and Cons of Having a Chief Wellness Officer*

**Mia Kyricos**, President & Chief Wellness Officer, Kyricos & Associates LLC, United States

74. *What's Working in Workplace Wellbeing*

**Renee Moorefield, PhD**, CEO, Wisdom Works Group, United States

**1:50 – 2:05PM**

Hall of Champions

### Keynote

*Wellness Matters to Global Audiences...and They Are Showing Up by the Millions*

**Gemma Jennings**, VP of Programme Partnerships, BBC Studios, United Kingdom

**Claire Small**, Executive Producer, Programme Partnerships, BBC Studios, United Kingdom

---

**2:10 - 2:40PM**

Hall of Champions

**Keynote***Wellbeing at Work: Insights from the World's Largest Study on Employee Wellbeing*

**Jan-Emmanuel de Neve**, Professor of Economics and Behavioural Science; Director of the Wellbeing Research Centre, University of Oxford, United Kingdom

---

**2:45 - 3:15PM**

Hall of Champions

**Keynote Conversation***Biohacking: Separating Fact from Fiction*

**Naveen Jain**, Founder & CEO, Viome, United States

**In Conversation with**

**Dave Asprey**, CEO, Upgrade Labs and 40 Years of Zen, United States

---

**3:20 - 3:50PM**Hall of Champions,  
Tom Kidd &  
Hotel Lobby**Networking Energy Break | Innovation Lab**

---

**3:55 - 4:15PM**

Hall of Champions

**Keynote***The Future of Hospitality Is Not What You Think*

**Neil Jacobs**, CEO, Six Senses, Singapore

---

**4:20 - 4:40PM**

Hall of Champions

**Keynote***Youth Is Not Always Wasted on the Young*

**Lewis Swire**, Founder, Curious Times; Co-Founder, The Global Young Entrepreneurial Society, United Kingdom

**Introduction by**

**Thierry Malleret**, Co-Founder & Managing Partner, *Monthly Barometer*, France

---

---

**4:45 - 5:05PM**

Hall of Champions

**Keynote**

*From Doom to Hope: How Great Stories Inspire Change in Politics, Religion and Climate Crises*

**Martin Palmer**, President, FaithInvest, United Kingdom

---

**5:10 - 5:20PM**

Hall of Champions

**Summit Spotlight**

*The Susie Ellis Scholarship for Equity in Wellness Introduced by*

**Jessi Brandt**, Director, Programs & Operations, Global Wellness Summit, United States

**Susie Ellis**, Chair & CEO, Global Wellness Institute, United States

**Nicola Finley, MD**, Principal & Founder, Dr. Nicola PLLC, United States

**Hannah Messerli, PhD**, Economic Development Specialist, George Washington University, United States

**2024 Scholarship Recipients**

**Aparecida (Cida) Ghosn**, Architect & PhD Student, Australia

**Linda Kirk**, Founder, Just for Women Centre, United Kingdom

**Anna Petrova**, Founder, StartUp Ukraine, Ukraine

**Michelle Saudan**, Founder, Amanzi Wellbeing, Dubai and Ghana

**2024 Mentors**

**Lynne and C. Victor Brick; Nicola Finley, MD; Renee Moorefield, PhD; Veronica Schreibeis Smith**

**Founding Donors**

**C. Victor Brick**, CEO, Ohana Growth Partners, LLC; Co-Founder, John W. Brick Mental Health Foundation, United States

**Lynne Brick**, Co-Founder, John W. Brick Mental Health Foundation, United States

**Katrine Formby**, VP, Sable Investments, United States

**Rick Stollmeyer**, CEO, Inspired Flight Technologies, United States

**5:25 – 5:35PM**

Hall of Champions

**Global Wellness Award***Leading Woman in Wellness***Presenting Sponsor****Jean-Guillaume Trottier**, CEO, Biologique Recherche, France**5:40 – 5:45PM**

Hall of Champions

**Five Takeaways in Five Minutes***Presented by 2024 GWS Co-Chairs***Aradhana Khowala**, CEO, Aptamind Partners, United Kingdom**Nina Kohler**, Strategy & Design Consultant, Kohler Co., United States**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom**7:00PM Sharp!**

For Shuttle, meet in the lobby of Fairmont, Rusacks Hotel or Old Course Hotel

Meet outside the main entrances of the Fairmont, Rusacks Hotel or Old Course Hotel for shuttles to Dine-Around venues. If you are not staying at one of these hotels, you are invited to join shuttles from the Old Course Hotel.

**7:15PM**

Meet in the lobby of the Old Course Hotel to walk to your restaurant

If you prefer to walk, join **Thierry Malleret** and **Mary Anne Malleret** for a brisk walk to one of the fabulous, local restaurants for your dine-around evening. All restaurants are within a 15 minute walk of the Old Course Hotel.**7:30 – 9:00PM***Rusacks Hotel:*

18 Restaurant

The Bridge Restaurant

*Town of St Andrews:*

Forgan's

Mitchell's

The Bothy

The Hide

**Evening Event: Dine-Around Dinner**

Check your tartan card for your dining destination. Enjoy fabulous food in one of six different authentic St Andrews establishments. Bring a warm sweater, a tartan scarf, and walking shoes.

*Attire: Scottish Chic!*

9:30 - 10:15PM

**AFTER DINNER CONVERSATIONS**

*The Scottish hospitality continues as we invite delegates to gather informally at one of three hotels. Lots to discuss at the end of this day—or maybe just take in the magic of the place and the warmth of the people.*

9:30 - 10:15PM

Old Course Hotel  
Library (Lobby Level)

**Welcoming Hosts**

**Cathy Feliciano-Chon**, Managing Partner, FINN Partners Company Limited, Hong Kong (SAR China)  
**Mia Kyricos**, President & Chief Wellness Officer, Kyricos & Associates, United States  
**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom

9:30 - 10:15PM

Rusacks  
The Gallery  
(Lobby Level)

**Welcoming Hosts**

**Tony de Leede**, Founder, Gwinganna Lifestyle Retreat, Australia  
**Aradhana Khowala**, CEO, Aptamind Partners, United Kingdom  
**Michelle Floh**, CEO, R&J Abramson Foundation, United States

9:30 - 10:15PM

Fairmont  
Zephyr Sports Bar  
(Lobby Level)

**Welcoming Hosts**

**Irene Forte**, Founder & CEO, Irene Forte Skincare, United Kingdom  
**Victor Koo**, Co-Founder, Tianren Culture, Hong Kong (SAR China)

CHOICE OF FOUR CONCURRENT MORNING WELLNESS ACTIVITIES

**6:30 – 7:10AM**

Meet in the lobby of the Old Course Hotel

**A Walkshop: The Redemptive Power of Nature**

*This walkshop will explore the power of walking as a cognitive enhancer, helping to better grasp the complexity of today's world and make better investment decisions.*

Join us for a transformative 40-minute walkshop led by renowned economist **Thierry Malleret** and his wife and business partner, **Mary Anne Malleret**, exploring the redemptive and healing power of nature. This unique experience will take place in the scenic setting of St Andrews, perfect for immersing yourself in the beauty and tranquility of the outdoors.

*Attire: Comfortable walking shoes and weather-appropriate outerwear.*

*Must be pre-registered to participate.*

**6:30 – 7:10AM**

Meet in the lobby of the Old Course Hotel

**The Sanctum Outdoor Immersion—A Global Phenomenon**

Join **Luuk Melisse**, founder of Sanctum, for a powerful morning energizer that will ignite your mind and body. Sanctum is a transformative movement experience that blends the best of Eastern wisdom and modern fitness, including HIIT, Kundalini yoga, positive psychology, mind conditioning, and martial arts, all woven into the unique Sanctum Sequence.

*Attire: Comfortable workout clothes and weather-appropriate outerwear.*

*Must be pre-registered to participate.*



**6:30 – 7:15AM**

Old Course Hotel  
Conservatory

**Gentle Yoga with Ashley Kohler**

This is a slow-flow class with a focus on breath and alignment. We will find both relaxation and strength in our practice together as we slowly move through different asanas (postures) to open the body and calm the mind.

*Must be pre-registered to participate.*

**6:30 – 7:45AM**

Check in at the  
Old Course Hotel  
spa reception desk

**Ice Bath by Kohler x Remedy Place**

Experience a new dimension in self-care and innovative design with the Ice Bath by Remedy Place. Through a guided session, you will submerge in 4°C /39°F water for up to six minutes.

*Must be pre-registered to participate.*

**6:30 – 8:00AM****Breakfast at Your Hotel****DAY TWO PLENARY SESSIONS BEGIN****8:30 – 8:35AM**

Hall of Champions

*Moving Art*

**Louie Schwartzberg**, Filmmaker & CEO, Moving Art, United States

**8:40 – 9:00AM**

Hall of Champions

**“Shark Tank of Wellness” Global Student Competition**

*Your Glimpse Into the Entrepreneurial Minds of Gen Z!*

Global student competition to birth a fresh wellness concept, with \$10,000 in prize money! Meet the finalists and their concepts, selected by the judges (Sharks) after reviewing submissions from all over the world. Finalists will present briefly and compete for the top prize.

**Wellness Sharks**

**Karen Campbell**, Business Development Director, Chiva-Som International Health Resort, Thailand

**Mia Kyricos**, President & Chief Wellness Officer, Kyricos & Associates, United States

**Frank Pitsakalis**, SVP, Product Strategy, Hotels, Agilysys, Canada

---

## “Shark Tank of Wellness” Global Student Competition Continued

### Shark Tank Finalists

**Aimar Diaz**, Savannah College of Art and Design, United States

**Sofia Sanchez**, Savannah College of Art and Design, United States

**Evi Vermeëren**, Thomas More University of Applied Sciences, Belgium

### Professors

**Gauri Misra-Deshpande**, Savannah College of Art and Design, United States

**Philip De Wulf**, Thomas More University of Applied Sciences, Belgium

### Moderated by

**Jessi Brandt**, Director, Programs & Operations, Global Wellness Summit, United States

**Nancy Davis**, Chief Creative Officer & Executive Director, Global Wellness Summit, United States

---

**9:05 – 9:35AM**

Hall of Champions

### Keynote Panel

*The Future of Integrative Health, Wellness, Longevity and Optimal Living*

### Moderated by

**Sue Harmsworth, MBE**, Founder, SATCC and ESPA, United Kingdom

### Panelists

**Simone Gibertoni**, CEO, Clinique La Prairie, Switzerland

**Isaac Jones, DC**, Founder, Health Experts Alliance; Founder & CEO, Centagio, United States

---

---

**9:40 - 10:10AM**

Hall of Champions

**Keynote Panel**

*Leadership in Action: Inspiring a New Era of Wellbeing*

**Moderated by**

**Lindsay Madden-Nadeau**, Senior Director  
Development - Wellness Strategy, Red Sea Global,  
Saudi Arabia

**Panelists**

**Michael Acton Smith**, Co-Founder, Calm, United  
Kingdom

**Lina Almaeena**, Co-Founder, Jeddah United Sports  
Company, Saudi Arabia

**Vanessa Fuss**, Managing Director - Strategy and  
Insights, VML Intelligence, United States

---

**10:15 - 10:35AM**

Hall of Champions

**Keynote Conversation**

*Community at the Heart of a 150-Year-Old Company*

**Ashley Kohler**, General Manager - Wellness,  
Kohler Hospitality, United States

**Nina Kohler**, Strategy & Design Consultant, Kohler  
Co., United States

---

**10:40 - 11:10AM**

Hall of Champions,  
Tom Kidd &  
Hotel Lobby

**Networking Energy Break | Innovation Lab**

---

**11:15 - 11:30AM**

Hall of Champions

**Keynote**

*AI and Compassion: A Cutting-Edge Approach to  
Technology & Humanity*

**Victor Koo**, Co-Founder, Tianren Culture, Hong Kong  
(SAR China)

---

---

**11:35 – 11:55AM**

Hall of Champions

**Keynote Conversation**

*Wild Swimming: The Incredible Benefits for Body and Soul*

**Robert Hammond**, President & Chief Strategy Officer, Therme US, United States

**In Conversation with**

**Vicky Allan**, Journalist & Author, *The Ripple Effect*, *The Art of Wild Swimming* and *Taking the Plunge*, Scotland

**Anna Deacon**, Photographer & Author, *The Ripple Effect*, *The Art of Wild Swimming* and *Taking the Plunge*, Scotland

---

**12:00 – 12:15PM**

Hall of Champions

**Keynote Conversation**

*Saving the Planet: One Chair at a Time*

**Timothy Anscombe-Bell**, Director, Sustainable Design Collective, United States

**In Conversation with**

**Martin Penrose**, Managing Director, Benchmark, United Kingdom

---

**12:20 – 12:40PM**

Hall of Champions

**Keynote**

*The Scientific Evidence for Optimism*

**David Stewart**, Founder & CEO, Ageist, United States

---

**12:45-1:05PM**

Hall of Champions

**Keynote Conversation**

*Taking the Spa Industry to Task for Water Usage*

**Aradhana Khowala**, CEO, Aptamind Partners; United Kingdom

**In Conversation with**

**J. Carl Ganter**, Founder, Circle of Blue, United States

---

**1:06-1:08PM**

Hall of Champions

**Gratitude Moment**

*Thank You to the 2024 GWS Sponsors & Annual Photo*

**Michelle Gamble**, VP for Global Business Development, Global Wellness Summit, United States

**2024 SPONSORS**

**Host:**

Kohler Co.

**Marquee:**

JP Morgan

Red Sea Global

SIRO

**Diamond:**

BUDHAGIRL®

Fountain Life

Myndstream

**Platinum:**

Biologique Recherche

Gharieni Group

NADclinic

**Gold:**

Carillon Miami Wellness Resort

ESPA

Grown Alchemist

Hyatt

Oakworks

Technogym

**Silver:**

Agilysys

Amatrius

Art of Cryo

Beppu City

BijaB

Chiva Som

Cred International

ELEMIS

Hapbee

Ishga Organic Seaweed

Skincare

JK Wellness

Living Earth Crafts

Mather

Naturopathica

NILO Spa Design

NovoTHOR

Perfect Wellness Group

Phytomer

Rancho La Puerta

Six Senses

Universal Companies

**1:10-2:40PM**

**TWO CONCURRENT LUNCH OPTIONS**

## 1:10-2:40PM

Conservatory

*This is an invitation-only lunch for Ambassadors of the nonprofit GWI. Visit the registration desk to become an Ambassador, or email Kristiana Tarnuzzer*

## VIP Lunch for GWI Ambassadors Only

*All attendees share "I Am Bullish On...and Bearish On...for 2025"*

### Hosted by:

**Susie Ellis**, Chair & CEO, GWI, United States

**Aradhana Khowala**, CEO, Aptamind Partners; 2024 GWS Co-Chair, United Kingdom

**Thierry Malleret**, Co-Founder & Managing Partner, *Monthly Barometer*, France

**Kristiana Tarnuzzer**, Director of Development, GWI, United States

### Participants

**TJ Abrams**, VP, Global Wellbeing, Hyatt, United States

**Joy Atkinson**, CEO Presperse Corporation, United States

**Andrew Barnard**, CEO, BodyHoliday, Saint Lucia

**Bija Bennett**, Founder & CEO, BijaB, United States

**Tim Bodner**, Partner, Global Head of Real Assets Deals PwC, United States

**Colette Brown**, CEO, NuCopia, United States

**C. Victor Brick**, Co-Founder, John W. Brick Mental Health Foundation; CEO, Ohana Growth Partners, LLC, United States

**Christine Bruckner, PhD**, Director, M. Moser Associates limited, Hong Kong

**Stefano Cattaneo**, Global Director, Myrtha Wellness, Italy

**Ogzur Cengiz**, Tourism Group Global Wellness, Development Director, Gurok Tourism Group, Turkey

**Robin Conners**, CEO, 360 Asset Management International (360AMI), Canada

**Iain De Havilland**, Founder & CEO, NADclinic, United Kingdom

**Susan Duffy**, Executive Vice President, Scott Dunn, United States

**Raleigh Duncan**, Founder & CEO, Sauna Works Inc., United States

**Anna Dyson**, Hines Professor of Architecture, Yale School of Architecture, United States

**Marina Efraimoglou**, Owner & Founder, Euphoria Retreat, Greece

**Jennifer Findlay**, Founder & CEO, Core Essence Inc., Canada

**Katrine Formby**, VP, Sable Investments, United States

**Noella Gabriel**, Co-Founder & Global President, Elemis, United Kingdom

**Sammy Gharieni**, Founder & CEO, Gharieni Group GmbH, Germany

**George Goldsmith**, Co-Founder, Boundless Productions, United States

**Maria Grudina**, Ideologist, First Line Health Care Resort, Russian Federation

**Michelle Hinsvark**, Founder, DTOXZEN, United States

**Tomoko Iwai**, Editor in Chief, Club Business Japan, Inc., Japan

**Yuki Kiyono**, Aman Group, Switzerland

**Joann Kurtz-Ahlers**, Owner, Hidden Doorways, United States

**Sheila Josephson, PhD**, Psychotherapist, Private Practice, United States

**Ashley Kohler**, GM - Wellness, Kohler Hospitality, United States

**Mia Kyricos**, President & Chief Wellbeing Officer, Kyricos & Associates, United States

**Mary Leary**, CEO & President Mather, United States

**Tracy Lee**, Founder & President, TLEE Spas + Wellness, United States

**Lindsay Madden-Nadeau**, Senior Director Development - Wellness Strategy, Red Sea Global, Saudi Arabia

**Ekaterina Malievskaia**, Co-Founder, Boundless Productions, United States

**Veronika Malkondueva**, CEO, Rich Travel, Russia

**Muirgheal Montecalvo**, CEO, Vacayou Wellness Travel, United States

**Renee Moorefield, PhD**, CEO, Wisdom Works Group, United States

**William Wesley Myers**, Vice President, Wellness Strategies Mather, United States

**Nicole Miller**, Director of Kohler Waters Spas,  
Kohler Co., United States

**Nora Naisbitt**, Founder & CEO, Amatrius GmbH,  
Austria

**Sak Narwal**, CEO, eSensoreum, Canada

**Tammy Pahel**, VP of Spa & Wellness, Carillon Miami  
Wellness Resort, United States

**Jilian Pritchard Cooke**, Founder & CEO, Wellness  
Within Your Walls, United States

**Christa Riparbelli**, Clinic Manager, Galileo Medical  
Center, Italy

**Federico Riparbelli**, General Manager, Galileo  
Medical Center, Italy

**Rupert Schmid**, Head of Global Sales, Biologique  
Recherche, France

**Christopher Sharples**, Founding Principal, SHO P  
Architects, United States

**Yoriko Soma**, CEO, Conceptasia, Inc., Japan

**David Stoup**, Trilogy Spa Holdings/ Healthy  
Lifestyle Brands, United States

**Mary Tabacchi, PhD, RD**, Professor Emerita, Cornell  
University, United States

**Masahiko Takai**, Representative Partner, Small  
Impact LLC, Japan

**Paulo Benito Tugbang, PhD**, Philippines  
Department of Tourism, Philippines

**John Stewart**, Founder & Chairman, Kamalaya Koh  
Samui, Thailand

**Shawn Talbott**, Chief Science Officer Amare Global,  
United States

**Leo Tonkin**, Founder & CEO, SALT Chamber, United  
States

**Jessica Wadley**, VP of Business Development for  
Spa & Wellness, Oakworks Spa, Massage & Wellness  
Furniture, United States

**Alexandra Walterspiel**, President & COO, Sensei,  
United States

**David Wickline**, Founder & Managing Member,  
Alchemy Resorts, United States

**Drew Wilson**, VP of Global Longevity Business  
Development, Informa, United States



1:10-2:40PM

Lobby Level  
Sands:  
Topics 1-11

## Interactive Lunch | Table Topics | “Ask the Experts”

### Africa

1. *Building a Network in Africa*

**Leah Nduati**, CEO, Yoga Experiences Africa, Ghana

### Architecture & Design

2. *Wellness Architecture & Design*

**Valentina Cereda**, Founder, Energy & Space, United Arab Emirates

3. *Affordable Housing and ESG*

**Cida Ghosn, PhD** Researcher, The University of Melbourne, Australia

4. *Architects and Water Usage*

**Asif Iqbal**, Director, Well Architecture Design, United Kingdom

### Bathing/Hydrothermal Practices

5. *Achieving Community in a Bathhouse Setting*

**Freya Berwick**, Founder & Director, Sense Of Self, Australia

6. *Cryotherapy Trends*

**Rainer Bolsinger**, CSO & CMO, Art of Cryo by L&R Kältetechnik, Germany

7. *History of Bathing Around the World*

**Alexia Brue**, Founder & CEO, The Practice, United States

8. *Hydrothermal: The Latest*

**Don Genders**, CEO, Design for Leisure, United States

9. *Designing for Social Sauna Bathing*

**Jane Withers**, Director, Jane Withers Studio, United Kingdom

### Beauty

10. *Beyond GDP*

**Davide Bollati**, Chairman, Davines S.p.A., Italy

Lobby Level  
Sands:  
Topics 1-11

*11. Beauty Trends for Various Generations*  
**Irene Forte**, Founder & CEO, Forte Organics Ltd,  
United Kingdom

Lobby Level  
Ballroom:  
Topics 12-45

*12. Learning to Incorporate Beauty if It Isn't a  
Natural Talent*  
**Jessica Jesse**, CEO, Founder & Creative Director,  
BUDHAGIRL®, United States

*13. Strategic Vision That Leads to Huge Global  
Growth*  
**Jean-Guillaume Trottier**, CEO, Biologique  
Recherche, France

### Business

*14. Ideas to Solve Staffing Shortages*  
**Joanne Berry**, Founder, Wellness Education Hub,  
United States

*15. Assuring Profitability*  
**Anna-Cari Gund**, Managing Director, Raison d'Être,  
Sweden

*16. What I Wish I Had Known Before Creating 29  
Beauty Clinics, 15 Wellness Kitchens and 3 Hotels*  
**Chee Kwong Low**, Managing Director, Herbaline  
Wellness Group, Malaysia

*17. Lessons from Aspen Institute Latinos & Society  
Program*  
**Domenika Lynch**, Executive Director Latinos &  
Society Program, Aspen Institute, United States

*18. Consumer Changes in the Past Two Decades*  
**Lynne McNees**, President, International SPA  
Association, United States

*19. Consulting Best Practices*  
**Lisa Starr**, Principal, Wynne Business, United States

### Demographics

*20. Understanding the Over-50 Consumer*  
**David Stewart**, Founder, AGEIST, United States

Lobby Level  
Ballroom:  
Topics 12-45

### Entrepreneurship

21. *Laundress & Fill Club: Sustainable, Mission Driven Ventures*

**Gwen Whiting**, Founder, The Fill, United States

### Fitness

22. *Advice for High-Growth B2C Health and Wellness Companies*

**Jennifer Vaughan Maanavi**, CEO, Physique 57, United States

### Golf

23. *Let's Talk About Golf*

**Karl Reiter**, Resort Owner, Golfhotel Bad Tatzmannsdorf GmbH, Austria

### Government's Role

24. *Working with Mayors and Visitor Bureaus on Wellness Tourism*

**Jean Guy De Gabriac**, Founder, World Wellness Weekend, Belgium

25. *Health & Wellness Policy: Government's Role*

**Paulo Benito Tugbang, PhD**, Director, Office of Product Development, Philippine Department of Tourism, Philippines

26. *Health and Medical Business Opportunity Education*

**Somarch Wongkhomthong, MD**, President & CEO, Siam Health Development Company Limited, Thailand

### Hospitality/Spa/Wellness

27. *Aman Group: Spa/Wellness Vision*

**Yuki Kiyono**, Global Head of Health and Wellness Development, Aman Group, Switzerland

28. *Mandarin Oriental: Spa/Wellness Vision*

**Jeremy McCarthy**, Group Director of Leisure, Spa & Wellness, Mandarin Oriental Hotel Group Ltd., Hong Kong (SAR China)

Lobby Level  
Ballroom:  
Topics 12-45

*29. Hilton: Spa/Wellness Vision*

**Louise Moore**, Director Spa Operations and Development, Europe, Hilton, United Kingdom

*30. Jumeirah: Spa/Wellness Vision*

**Niamh O'Connell**, VP, Wellbeing, Jumeirah, United Arab Emirates

*31. Corinthia: Spa/Wellness Vision*

**Kerry Turpin**, Global Head of Spa & Wellness, Corinthia Hotels Ltd, United Kingdom

**Investment**

*32. Kamalaya: The Future*

**Chakrit Sakunkrit**, Director, Kamalaya Koh Samui, Thailand

*33. Investment and ESG*

**Mauricio Serna**, Senior Vice President, Global Head of ESG, Starwood Capital Group, United States

*34. Real Estate Investment Opportunities and Pitfalls*

**Soichi Suzuki**, Founder & CEO, Capital Brain Co., LTD., Japan

**Luxury**

*35. How the Luxury Consumer Has Changed Post-Covid*

**Ogzur Cengiz**, Tourism Group Global Wellness Development Director, Gurok Tourism Group, Turkey

**Mary Gostelow**, Founder, *Gostelow Report*, United Kingdom

**Marketing**

*36. Global Wellness Day*

**Belgin Aksoy**, Creative Director, Richmond Hotels, Turkey

**Medical**

*37. Prevention & Coaching Online*

**Robert Kelly, MD**, Cardiology, Lifestyle Medicine Physician, Mind Heart Body Coach, RK Cardiology, Ireland

Lobby Level  
Ballroom:  
Topics 12-45

38. *Traditional Medicine and Body Hacking*  
**Faisal Maassarrani, MD**, GP & Doctor, NHS, England

39. *Lifestyle/Lifespan Medicine*  
**Melissa Sundermann, MD**, Physician, Lifespan Medicine, American College of Lifestyle Medicine, United States

### **Mental Wellness**

40. *Writing a Memoir*  
**Melisse Gelula**, Founder, Memoiring, United States

41. *Mental Wellness*  
**Alina M. Hernandez**, Wellness Advisor, COCUN, United States

42. *Mental Wellness Progress*  
**Michael Acton Smith**, Co-Founder, CALM, United States

43. *Understanding Today's Youth*  
**Lewis Swire**, Founder & Executive Director, Reel It In; CEO, The Global Young Entrepreneur Society, United Kingdom

### **Music and Wellness**

44. *Music and Wellness*  
**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom

### **Nutrition**

45. *Health and Nutrition Summit: Top Takeaways*  
**Cyndi O'Meara**, Founder & CEO, The Nutrition Academy, Australia

### **Sports and Wellness**

46. *The Case for Social Change Through Sport*  
**Gundeep Anand**, Chief Creative Officer, The Last Stand, United Kingdom

4th Floor  
Road Hole Restaurant:  
Topics 46-63

47. *Sports Medicine*  
**Amber Donaldson, MD**, VP, Sports Medicine, United States Olympic & Paralympic Committee, United States

4th Floor

Road Hole Restaurant:  
Topics 46-63

*48. Sports & Wellness Opportunities*

**Patricia Ladis**, Founder & CEO, WiseBody, United States

*49. Sports & Wellness Opportunities*

**Franz Linser, PhD**, ROI Possibilities for Sports, Wellness & Hotels/Resorts

### **Sustainability**

*50. How Climate and Wellness Issues Differ*

**Gemma Jennings**, Global Vice President, BBC Studios, United States

### **Technology & AI**

*51. Longevity and AI*

**Guy Leitersdorf**, Founder & CEO, Longevity AI, Israel

### **Touchless Wellness**

*52. Touchless Wellness Association*

**Erin Lee**, Founder & CEO, Touchless Wellness Association, United Kingdom

### **Water**

*53. What Medicinal Waters Can Teach Us*

**Jonathan Bellingham**, Reflexologist, Feet Retreat, United States

*54. RLP Water Project: Q & A*

**Sarah Brightwood**, President, Rancho La Puerta, Mexico

*55. Hot Springs*

**Charles Davidson**, Chair and Creative Director, Peninsula Hot Springs, Australia

*56. Addressing the Demographics of Water and Drowning*

**Nicola Finley, MD**, Physician & Founder, Dr. Nicola, PLLC, United States

*57. Transcendental Meditation and Water*

**Michelle Floh**, Chief Executive Development, Rona & Jeffrey Abramson Foundation | Schwartz Family Foundation, United States

4th Floor  
Road Hole Restaurant:  
Topics 46-63

58. *Estimating Returns in Water Wellness Investments*

**Robert Kramer**, Managing Partner, WorldSprings, United States

59. *Preserving Marine Biodiversity Through Sea Art*

**Tristan Lagarde**, General Manager, Phytomer, France

60. *Incorporating Sustainability in Client Conversations*

**Barry Smith**, CEO, Drom UK, United Kingdom

### Wellness for Cancer

61. *Wellness for Cancer*

**Adriana Azuara**, CEO, ALL4SPAS, Mexico

### Wellness for Children

62. *Wellness for Children*

**Christine Clinton**, Founder & CEO, Wellness For Life!, United States

### Wellness Real Estate & Communities

63. *Real Estate and Aging Well*

**Meredith Boyle**, SVP, Strategic Initiatives, Mather, United States

64. *Wellness Communities & Sports*

**Gloria Caulfield**, President, Lake Nona Institute, United States

4th Floor  
Swilcan Loft:  
Topics 64-68

65. *Wellness Communities & Real Estate: Common Mistakes*

**Amy McDonald**, Owner & CEO, Under a Tree, United States

66. *Bhutan: A Wellness City Planned Called Gelephu*

**Hannah Messerli, PhD**, Economic Development Specialist, George Washington University, United States

67. *Q & A with the Creator of Serenbe*

**Steve Nygren**, Founder & CEO, Serenbe Community, United States

### Wellness Tourism

68. *Wellness Tourism*

**Katherine Droga**, Founder, Well Traveller, Australia

---

**2:45-2:55PM**

Hall of Champions

**Keynote**

*Mental Wellness Policy Toolkit; The Case for Governments to Act*

**Tonia Callender**, Research Fellow, Global Wellness Institute, United States

---

**3:00-3:15PM**

Hall of Champions

**Keynote**

*Diving Deep Into Memoir: How Writing a Memoir Changed an Entrepreneur's Understanding of Herself and Her Family*

**Melisse Gelula**, Co-Founder, Well+Good; Founder, Memoiring, United States

---

**3:20 - 3:40PM**

Hall of Champions

**Keynote**

*Pleasure Health: It's Not Necessarily What You Think*

**Anna Bjurstam**, Wellness Pioneer, Six Senses, Sweden

---

**3:45 - 4:05PM**

Hall of Champions

**Keynote Conversation**

*The World Travel & Tourism Council: Pulling Back the Curtain on Wellness Tourism's Global Impact*

**Jeremy Jauncey**, Founder, Beautiful Destinations, United Arab Emirates

**In Conversation with**

**Greg O'Hara**, Chairman, WTTC, United States

---



---

**4:10 – 4:20PM**

Hall of Champions

**Keynote & Live Demonstration**

*Heart Felt: The Art & Science of Sound*

Witness firsthand the transformative power of music and breath as Grammy Award-winning artist Peter Kater leads a live breathwork session, supported by a mesmerizing score from producer Jordan Galvan. The profound physiological impact of these elements will be measured on a volunteer, on stage, in real time.

**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom

**Peter Kater**, Grammy Award-Winning Artist, United States

**Jordan Galvan**, Composer, Producer, Head of Music, Myndstream, United States

---

**4:25 – 4:45PM**

Hall of Champions

**Keynote Conversation**

*Water as Central to Gathering: Communal Baths Reimagined*

**Robert Hammond**, President & Chief Strategy Officer, Therme US, United States

**In Conversation with**

**Jane Withers**, Design Consultant, Curator & Writer, Jane Withers Studio, United Kingdom

---

**4:50 – 5:00PM**

Hall of Champions

**Keynote**

*Global Citizenry: Business as the Great Equalizer*

**Sammy Gharieni**, Founder & CEO, Gharieni Group, Germany

---

**5:05 – 5:10PM**

Hall of Champions

**Global Wellness Award**

*Debra Simon Award for Furthering Mental Wellness*

**Presenting Sponsor**

**Lauren Wright**, President, Debra Simon Family Foundation, United States

---

---

**5:10 – 5:30PM**

Hall of Champions

**Keynote & Experience***You Are Not Alone: The Transformative Power of Communal Wellness***Luuk Melisse**, Founder, Sanctum, Netherlands**Gabriel Olszewski**, CEO & Co-Founder, Sanctum, Netherlands

---

**5:35 – 5:40PM**

Hall of Champions

**Five Takeaways in Five Minutes***Presented by 2024 GWS Co-Chairs***Aradhana Khowala**, CEO, Aptamind Partners, United Kingdom**Nina Kohler**, Strategy & Design Consultant, Kohler Co., United States**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom

---

**7:30PM – Sharp!**

Meet outside the main entrance of Old Course Hotel, Rusacks &amp; Fairmont for shuttles to the Gala

---

**8:00 – 11:00PM**

Falside Mill

**Evening Event: Gala!***You may end up knackered after a bit of craic, especially after the dancing, but it wouldn't be a GWS without a Gala evening!*

Spend the evening in an amazing, authentic Scottish barn, decked out to impress. Enjoy friends, fine food and fabulous entertainment.

We will hold a short live auction to benefit the nonprofit Global Wellness Institute. Bring your appetite, your dancing shoes, and your generous spirit!

Speaking of generous, this evening has been designed and partially sponsored by Jessica Jesse, CEO, Founder & Creative Director, BUDHAGIRL®. A special gift awaits each delegate!

*Attire: Scottish glamour, dancing shoes, and leave a little room on your wrist!*

THURSDAY, NOVEMBER 7, 2024

DAY THREE

6:30 - 8:00AM

Breakfast at your hotel

DAY THREE PLENARY SESSIONS BEGIN

8:30 - 8:35AM

Hall of Champions

*Moving Art*

**Louie Schwartzberg**, Filmmaker & CEO, Moving Art, United States

8:40 - 9:00AM

Hall of Champions

**Keynote**

*New Research on AI-Powered Wellness and Sleep: Not the Strange Bedfellows You Might Imagine*

**Rebecca Robbins, MD**, Assistant Professor, Division of Sleep Medicine, Harvard Medical School; Associate Scientist, Division of Sleep and Circadian Disorders, Brigham & Women's Hospital, United States

9:05 - 9:25AM

Hall of Champions

**Keynote Conversation**

*Wellness Trends for 2025*

**Beth McGroarty**, VP for Research & Forecasting, Global Wellness Summit, United States

**In Conversation with**

**Amy Eisinger**, Head of Content, Well+Good, United States

**Vanessa Fuss**, Managing Director - Strategy and Insights, VML Intelligence, United States

**Olivia Houghton**, Beauty, Health & Wellness Trends Analyst, LS:N Global, United Kingdom

9:30 - 9:45AM

Hall of Champions

**Keynote**

*Beyond a Broken System: Why a Wellness Revolution Might Save Healthcare*

**Aradhana Khowala**, CEO, Aptamind Partners, United Kingdom

DAY 3 (Thursday)

---

**9:50 – 10:10AM**

Hall of Champions

**Keynote**

*Creating Community: The Rise of the Social Wellness Club*

**Jonathan Leary, DC**, Founder & CEO, Remedy Place, United States

---

**10:15 – 10:40AM**

Hall of Champions

**Keynote**

*The Marriage of Design, Architecture and the Environment: Life in the Dyson/Sharples Household!*

**Anna Dyson**, Hines Professor of Architecture, Yale Schools of Architecture and Environment, United States

**Christopher Sharples**, Founding Principal, SHoP Architects, United States

---

**10:45 – 11:05AM**

Hall of Champions,  
Tom Kidd &  
Hotel Lobby

**Networking Energy Break | Innovation Lab**

---

**11:10 – 11:30AM**

Hall of Champions

**Keynote**

*Bringing the International Cultures of Water-Based Wellness to Everyone*

**Christoper Barrett**, CEO, WorldSprings, United States

---

---

**11:35 – 11:55AM**

Hall of Champions

**Keynote Conversation**

*The Olympic Spirit: What Happens After the Flame Goes Out*

**Alexia Brue**, Co-Founder, Well+Good, United States

**In Conversation with**

**Amber Donaldson, MD**, VP of Sports Medicine, United States Olympic & Paralympic Committee, United States

**Enrico Manaresi**, Global Communications Director, Technogym, Italy

---

**12:00 – 12:20PM**

Hall of Champions

**Keynote Conversation**

*Wellness Tourism 3.0*

**Cathy Feliciano-Chon**, Managing Partner, FINN Partners Company Limited, Hong Kong (SAR China)

**Jeremy Jauncey**, Founder, Beautiful Destinations, United Arab Emirates

---

**12:25 – 12:45PM**

Hall of Champions

**Keynote Conversation**

*Neuroaesthetics in Mental Wellbeing: Explorations for a Better Future*

**Anna Bjurstam**, Wellness Pioneer, Six Senses, Sweden

**In Conversation with**

**George Goldsmith**, Co-Founder, Boundless Productions, United Kingdom

**Ekaterina Malievskaia, MD**, Co-Founder, Boundless Productions, United Kingdom

---

**12:50 - 1:50PM****Relaxed Lunch**

Lobby Level:  
Ballroom  
Sands  
Conservatory

4th Floor:  
Road Hole Restaurant  
Swilcan Loft

**1:55 - 2:05PM**

Hall of Champions

**Shark Tank of Wellness Awards: Winner Announced!**

*\$10,000 in Prize Money Awarded to Finalists: 1st, 2nd, and 3rd place*

**Shark Tank Finalists**

**Aimar Diaz**, Savannah College of Art and Design, United States

**Sofia Sanchez**, Savannah College of Art and Design, United States

**Evi Vermeëren**, Thomas More University of Applied Sciences, Belgium

**Wellness Sharks**

**Karen Campbell**, Business Development Director, Chiva-Som International Health Resort, Thailand

**Mia Kyricos**, President & Chief Wellness Officer, Kyricos & Associates, United States

**Frank Pitsakalis**, SVP, Product Strategy, Hotels, Agilysys, Canada

**2:10 - 2:30PM**

Hall of Champions

**Keynote**

*Sports & Wellness: Playing a New Game*

**Terry Stevens**, Founder & Managing Director, Stevens & Associates, Wales

---

**2:35- 2:55PM**

Hall of Champions

**Keynote**

*Bringing Sports & Wellbeing to Underserved Communities, One Football at a Time*

**Gundeep Anand**, Founder & Creative Director, The Last Stand, United Kingdom

---

**3:00 - 3:20PM**

Hall of Champions

**Keynote**

*How Hot Is the Business of Hot Springs?*

**Charles Davidson**, Chair & Creative Director, Peninsula Hot Springs, Australia

---

**3:25 - 3:45PM**

Hall of Champions

**Keynote Conversation**

*The Man Behind the Method: New Research, Controversy and Conundrum*

**Jemma King, PhD**, Director, BioPsychAnalytics Pty Ltd., Australia

**In Conversation with**

**Wim Hof**, Creator, Wim Hof Method, Netherlands

---

**3:50 - 3:57PM**

Hall of Champions

**A Watershed Moment: Global Wellness Awards**

*Bennett Family Award for Collaboration in the Science of Wellness*

**Presenting Sponsor**

**Bija Bennett**, Founder & CEO, BijaB, United States

---

**4:00 - 4:07PM**

Hall of Champions

*Leader in Sustainability Award*

**Presenting Sponsor**

**Patrick Fernandes**, Executive Managing Director, Carillon Miami Wellness Resort, United States

---

---

**4:10 – 4:15PM**

Hall of Champions

**Five Takeaways in Five Minutes***Presented by 2024 GWS Co-Chairs***Aradhana Khowala**, CEO, Aptamind Partners,  
United Kingdom**Nina Kohler**, Strategy & Design Consultant, Kohler  
Co., United States**Freddie Moross**, Founder & CEO, Myndstream,  
United Kingdom

---

**4:20 – 4:30PM**

Hall of Champions

**Summit Spotlight***Co-Chair Awards***Nancy Davis**, Chief Creative Officer & Executive  
Director, Global Wellness Summit, United States**Susie Ellis**, Chair & CEO, Global Wellness Summit,  
United States**Aradhana Khowala**, CEO, Aptamind Partners,  
United Kingdom**Nina Kohler**, Strategy & Design Consultant, Kohler  
Co., United States**Freddie Moross**, Founder & CEO, Myndstream,  
United Kingdom

---

**4:35 – 4:40PM**

Hall of Champions

**Announcement of the GWS 2025 Location!***Flag Tease!***Nancy Davis**, Chief Creative Officer & Executive  
Director, Global Wellness Summit, United States**Susie Ellis**, Chair & CEO, Global Wellness Summit,  
United States

---

**4:42 – 4:47PM**

Hall of Champions

**Hearing from the 2025 Summit Hosts**

---

**4:48PM**

Hall of Champions

**Champagne Toast***Raising a glass with board members, the Global  
Wellness Summit team and the 2024 GWS  
delegates! See you next year!*



POST-SUMMIT ACTIVITIES

**8:00 – 9:00AM**

The tidal pool near East Sands Beach

Meet at main entrance of Fairmont and Old Course Hotel for shuttles or walk to the beach. Delegates staying at Rusacks Hotel or other hotels in town are invited to join shuttles from the Old Course Hotel.

**Sunrise Wild Swim & Photoshoot**

Join authors **Anna Deacon** and **Vicky Allan** for a sunrise swim at the iconic waters of St Andrews for a cold therapy experience like no other. Anna and Vicky will take you into the waters of the North Sea for a dip as the sun comes up and Anna will be in the water with you taking photographs for you to keep afterwards.

*Must be pre-registered to participate.*

**10:00AM – 12:30PM**

Meet in the library of the Old Course Hotel

**Sacred Healing Tour**

Embark on a transformative journey through the historic and sacred sites of St Andrews with the “Sacred Healing Tour” guided by renowned historian Professor **Martin Palmer**. This immersive tour will take you on an enlightening exploration of the spiritual and healing heritage of this ancient town, providing historical insights on the relic of St Andrew, the healing shrine of St Andrews, the sacred geography of the town, the rise of the University, the impact of the Reformation and the role of St Andrews in the Scottish Enlightenment.

*Must be pre-registered to participate.*

**10:00AM – 12:30PM**

Old Course Hotel  
Road Hole Restaurant  
(4th floor)

**Hosting a Future Summit**

Meet with GWS Chief Creative Officer & Executive Director **Nancy Davis** to discuss your interest in hosting a future Summit. Please reach out to Nancy ([nancy.davis@globalwellnesssummit.com](mailto:nancy.davis@globalwellnesssummit.com)) ahead of time to schedule your meeting.