



**HOSPITALITYSOUL**  
careers + connections + community

# COMPANY PROFILE

[hospitality soul.com](http://hospitality soul.com)

## INTRODUCING HOSPITALITY SOUL.COM



### VISION

To be the leading global talent marketplace for the hospitality industry from front line employees to general managers



### CAUSE

Source, develop and promote economically disadvantaged people, women, minorities and those who have served their country in military service.



### POSITIONING

Bring together concepts and data elements from talent acquisition, talent review and succession planning, culture and engagement, learning & development, and community building into one integrated user-friendly platform.

## GROWTH IN GLOBAL HOSPITALITY INDUSTRY CREATES DEMAND FOR MILLIONS OF NEW JOBS

Hospitality Industry expected to generate 328mm jobs by 2020 (1/10), representing 10.2% Global GDP.

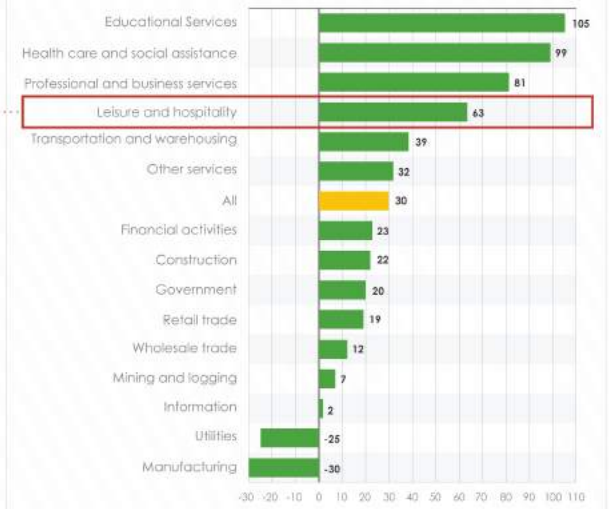
One job is added every 2.5 seconds and management positions are expected to grow 32% by 2020

**U.S. hospitality industry employment is 4th largest growth sector past 25 years and represents 15.5mm jobs (1/18)**

Hospitality is a top 3 employer in 32 States.

However, only 28% of U.S. hospitality employees surveyed received training or classes in the past year

Over the past 25 years, employment growth has been most rapid in education and health services % change in industry employment, 1990-2015





## HOWEVER, THE HOSPITALITY INDUSTRY IS FACING ENORMOUS LABOR CHALLENGES AND INCREASING COSTS



HospitalitySoul.com offers a unique opportunity to invest in a game-changing technology platform that will become the largest hospitality talent marketplace

## HOSPITALITYSOUL IS A GLOBAL COMMUNITY BY AND FOR HOSPITALITY PROFESSIONALS

Hospitality Soul (HS) is a global community by and for hospitality professionals. By connecting hospitality professionals in all roles and levels to each other and their prospective employers, we make ourselves along with our industry, brands and communities stronger.



### CONNECTIONS.

Make connections, stay current with your colleagues, network and build your personal brand with employers, industry leaders and influencers. Learn about the art and science of breakthrough service from experts in hospitality, travel and other industries.



### CAREERS.

Tell your story, profile your talents and chart your career path. My profile includes key experiences, skills, personality and culture fit – highlighted in your personal video introduction. Find developmental resources and search for your next career move in the talent marketplace which offers hiring managers powerful tools including a matching system to source their "best fit" candidates.



### COMMUNITIES.

Share service experiences, news about people, events, and happenings with the community. Create or join community groups, with content generated by industry workforces, organized by function, geography, market segment and interest groups.

## CO-FOUNDERS



**Alex Mirza**  
Chairman &  
Chief Executive Officer

- ▲ HOSPITALITY CEO/Senior Exec at Hilton, Starwood & Caesars Management consulting career inc.
- ▲ Accenture Partner
- ▲ Harvard MBA, M.A. and BAH Queens/Canada



**Dr. Michelle Crosby**  
Chief Operating Officer

- ▲ Hospitality EVP / Head of HR of Starwood, FRH
- ▲ HR Consulting at ADN & HR Strategies
- ▲ PhD in Organizational Psychology & Brown University grad

## INDEPENDENT DIRECTORS



**Waleed Sukarie**  
CEO  
Oren Global

- ▲ President of largest F&B companies in Middle East and Asia
- ▲ Advisor to Middle Eastern Heads of State and Sovereign Funds
- ▲ MBA American University, SSC in Agriculture



**David Jones, PhD.**  
Board  
Member

- ▲ Global Head of HR Firms: Aon-Hewitt & HR Strategies
- ▲ Author 500 Consultant/ Advisor in Employment Industry



**David Hughes**  
CEO  
The Search Agency

- ▲ CEO of Search Agency, Leading SEO Firm in U.S.
- ▲ Management consultant at ECG and Mercer
- ▲ Harvard MBA and University of Western Ontario

## SENIOR MANAGEMENT TEAM



**Surinder Razdan**  
Chief Technology Officer

- ▲ Tech Entrepreneur and 25 years of consulting experience: Financial services, Health care, Hospitality, Travel and Transportation industries
- ▲ MBA, Richard Ivey School of Business, University of Western Ontario



**Chris Johnson**  
Chief Financial Officer

- ▲ CFO and Finance Executive at Utilities and Gaming Companies
- ▲ Consultant to State Department, World Bank, Asian Dev Bank
- ▲ MBA Harvard, M.S. and B.S. Electrical Engineering



**Ridge Choi**  
Head of Business Development

- ▲ Head of Business Development at hospitality private equity
- ▲ 12 plus years across hospitality and financial services
- ▲ New York University - MBA

## ADVISORY BOARD MEMBERS



**Mark Rozells**  
Former EVP, CFO  
Fairmont Raffles Hotels Int'l

- ▲ CFO of Fairmont (FRH), Finance Exec Starwood & Disney
- ▲ Board Member of Psico, one of largest U.S. hotel owners
- ▲ Yale University graduate and CFA



**Max Rayner**  
Partner - Hudson Crossing

- ▲ Partner at Hudson Crossing leading travel consultancy
- ▲ Travel/Hospitality Exec at Travelclack, Traveltoo, Saleforce
- ▲ MBA UCLA, Dartmouth College & Exeter Academy



**Martin Lowery**  
Founder & CEO  
Opus Vertex

- ▲ Chief Learning Officer Hilton and 15 years Hotel operations
- ▲ Chief Learning Officer of Apollo (China) Education & Sony
- ▲ Advisor and Coach to Fortune 500 CEOs and Boards



**Scott Williams**  
CEO  
Nantucket Project

- ▲ Chief Creative Officer at Starwood, Morgans and Commune
- ▲ Marketing and Producer Roles at CBS, ESPN, HBO
- ▲ MFA Steppenwolf Theatre, GMP Harvard



**Veronica Grazer**  
Social Entrepreneur &  
C-Suite Marketer

- ▲ CMO of SBE, Head of PR and Brands at Caesars Entertainment
- ▲ Global Brand Manager at P&G for 10 years
- ▲ BA Georgetown University and EMBA Harvard



**Stefanie Von Hlatky**  
Professor  
Queens University





- ▲ Professional in International Relations in Americas and Europe
- ▲ Expert in Women in the Military
- ▲ Advisor to Agencies, Governments and International Orgs



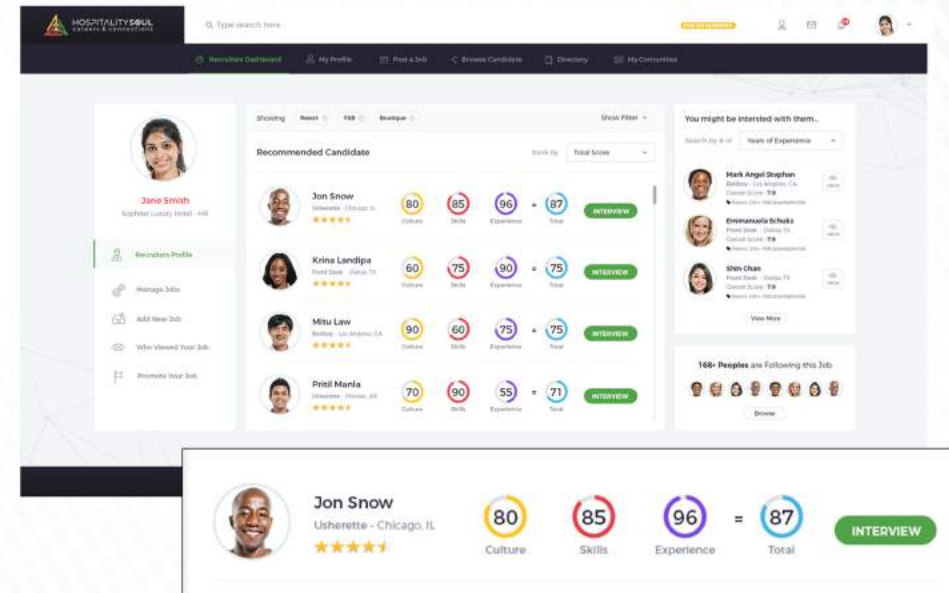
**Wei Xiang**  
Attorney & Partner  
JT&N

- ▲ Partner in JT&N, Leading Chinese Hotel Attorney
- ▲ Trusted Advisor to Largest Hotel Owners, Developers and SOEs
- ▲ Legal Education in China, Canada and the U.S.

## JOB SEEKER - USER DASHBOARD

MY STORY	MY RESOURCES	MY NETWORK
 <p><b>Meet Me</b> My Video Intro</p> <p><b>Who Am I</b> My Talent Profile <i>Experiences – Skills – Culture Fit</i></p>	 <p><b>What's Next</b> My Career Path</p> <p><b>Open Now</b> Available Positions</p>	 <p><b>What's Happening</b> Hospitality News &amp; Events</p> <p><b>Staying Connected</b> Colleagues &amp; Mentors</p> <p><b>Best of the Best</b> Experts &amp; Best Practices</p>
 <p><b>A Deeper Look</b> My Assessments <i>360 – Leadership – Personality</i></p>	 <p><b>Still Growing</b> Learning Resources</p> <p><b>The More You Know</b> Career &amp; Compensation Data</p>	 <p><b>Making a Difference</b> Giving &amp; Community</p> <p><b>Travel Log</b> People - Places - Events</p>


## PREVIEW OF MATCHING SOFTWARE



The screenshot shows a user interface for the HospitalitySoul matching software. At the top, there is a search bar and navigation links. The main content area displays a list of recommended candidates. Each candidate's profile includes a photo, name, location, and a set of four scores: Culture, Skills, Experience, and Total. A green 'INTERVIEW' button is visible next to each candidate's total score.

Candidate	Culture	Skills	Experience	Total	Action
Jon Snow	80	85	96	87	INTERVIEW
Krina Landipa	60	75	90	75	INTERVIEW
Mitu Law	90	60	75	75	INTERVIEW
Prithi Mania	70	90	55	71	INTERVIEW

A detailed view of the Jon Snow candidate profile is shown below:

	<b>Jon Snow</b> Usherette - Chicago, IL ★★★★★	80 Culture	85 Skills	96 Experience	= 87 Total	INTERVIEW
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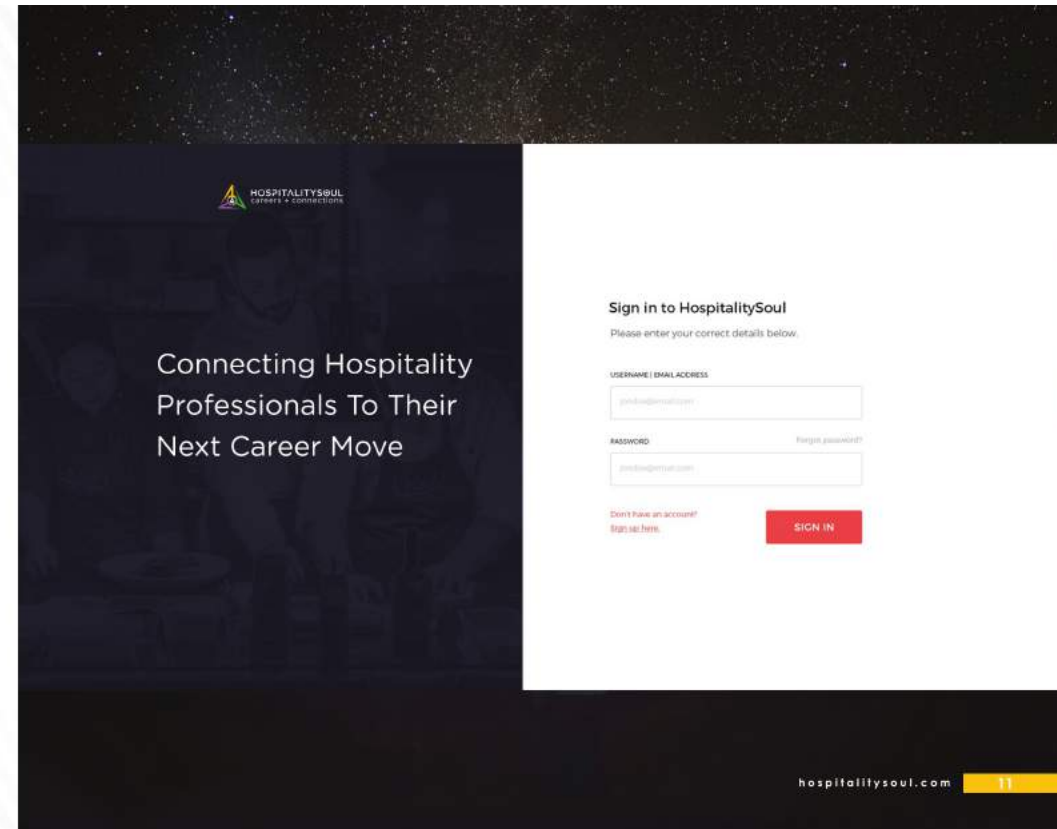
## SOULHIRE LAUNCHES IN MAY 2018



### About SOULhire

SOULhire is an online hiring platform that provides hospitality employers the tools to hire the right people. It employs decision-based sciences to offer assessments by ten distinct hospitality job families and includes a cultural fit assessment and guided video-based interview tools that are stored in the cloud.

- 1 Pre-Screen Qualification Questions
- 2 Online Assessment
- 3 Behavioral Based Video Interview
- 4 Post Hire Check-up Process





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