

# SPEAKER BIOGRAPHIES



## Building the Future of Retail with Google:

### Keynote Speaker -

**MICHAEL HASWELL** – Director, Director of Global Business Development, Retail, Shopping & Payment, Google

Michael Haswell focuses on product strategy, early-stage business development and strategic partnerships across Google's suite of commerce products, including Product Listing Ads, Google Express and the Shopping Assistant. He joined Google in August 2010 as part of its acquisition of virtual goods monetization company, Jambool, where he served as VP, Business and Legal Affairs. Prior to Jambool, Michael spent 9 years at Yahoo! in senior legal and business development roles, focused on search, shopping, local and travel. He earned his BA in English Literature and Communication Studies from UCLA and his JD from Villanova University School of Law.

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## **Making Sense of Mixed-Use:**

### **Moderator -**

**SCOTT W. SETTLE** – Managing Principal, Settle Meyer Law

Scott W. Settle is managing principal of Settle Meyer Law, a Hawaii-based law firm specializing in real estate, finance, commercial transactions and intellectual property law. He concentrates his practice in corporate and business transactions and real estate finance and development. He has significant experience with the development and financing of subdivisions, condominiums, affordable and elderly housing, office buildings, shopping centers, resorts, master planned communities, water rights, infrastructure and energy projects. Mr. Settle maintains an active license to practice in Hawaii, California and Washington, and has represented developers and private equity groups conducting transactions throughout the western United States. Mr. Settle also represents lenders in real estate and other collateralized construction and permanent loan transactions, and he is experienced in low-income housing and other tax credit and bond financing structures. Prior to forming Settle Law, Mr. Settle served as general counsel to a private developer that built several thousand residential units and developed over one million square feet of commercial space throughout California and Hawaii. He also served for several years as development director and asset manager for a Washington-based private lender and equity group that developed and managed numerous commercial properties and other business assets throughout the Puget Sound region. Mr. Settle has been practicing real estate and business law for over 25 years.

### **Panelists -**

**MATHEW D'ASCOLI** – Consultant, Sunset International, Inc.

Failed retail sales associate, turned factory manager, turned apparel consultant, Mat embarked on recreating a little piece of Singapore on his return to Honolulu in 2015 after living abroad while representing apparel brands.

Banging on doors fronting King Street in Chinatown, Honolulu, it was the romanticism of HGTV and programs such as House Hunters International that lead him and his father to endeavor to find a building that they could fix up and convert into a mix-use space. After a year's worth of knocking and learning Cantonese slang they found one such building. With no prior historic commercial rehabilitation background, their first project -75 North King - was converted to a two-dwelling unit and restaurant space after an extensive two-and-a-half-year renovation. The building is now home to Restaurant Senia, by Chef Anthony Rush, Chef Chris Kajioka, and Katherine Nomura.

Mat is now working on a similar concept at 202 Merchant Street in Downtown Honolulu branding it as "More Aka'ako than Kaka'ako". While others shy away from historic properties for its complexity and unknown timeframe, it has become a sort of passion project to revitalize buildings that need more than just love and patience.

In order to stay on budget or pay for cost overruns due to creative tangents or design changes he finds on Instagram, Mat reluctantly keeps a part time job by designing wetsuits.

**JAMES "KIMO" L. GREENWELL** – Vice President, JLL

With over 15 years of experience, Mr. Greenwell specializes in agency leasing and tenant representation in Hawaii. He is responsible for overall development and execution of leasing strategies to maximize each property's full potential. Mr. Greenwell has strong knowledge of marketing, development and negotiations to better assist clients on achieving their overall asset goals through the implementation and execution of a strategic merchandising and leasing plans. Due to his vast experience, Mr. Greenwell has developed and maintains strong retailer relationships on national, regional and local levels. Currently, he works on a retail portfolio of more than two million square feet.

Prior to recently joining JLL, Mr. Greenwell previously worked for CBRE, Inc. as a Senior Associate focusing on retail leasing and development brokerage. Some of his tenant representations clients included American Savings Bank, T.J. Maxx and Sprint. Prior to joining CBRE, Inc. Mr. Greenwell worked for MW Group, Ltd. a Hawaii-based real estate development company, as their in-house leasing manager.

**FRANCISCO GUTIERREZ – Vice President, Development, Alexander & Baldwin**

Francisco Gutierrez serves as Senior Vice President of Development at Alexander & Baldwin, where he leads all the company's real estate development activities.

Gutierrez has more than 20 years of design and development experience and most recently served as Senior Director of Development at GGP, one of the nation's largest owners, redevelopers and operators of retail properties. He led GGP's entitlement, zoning, regulatory and planning efforts for all the company's Hawaii properties and its redevelopment of Stonestown Galleria in San Francisco.

He also served as Development Director at Oliver McMillan, working on high-rise residential projects in downtown Honolulu. Prior to that, Gutierrez worked at The Mills Corporation in Washington, D.C., doing retail and mixed-use development, and as an architect at Gensler in Houston.

Gutierrez received bachelor's degrees in architecture and environmental design and a master's degree in architecture from the University of Houston. He is the president of the Hawaii chapter of NAIOP (formerly the National Association of Industrial and Office Properties) and is an active board member of HomeAid Hawaii."

**KRIS HUI – Director of Development, Brookfield Properties**

Kris Hui is Director of Development at Brookfield Properties, formerly OliverMcMillan, where he is responsible for the execution of all Hawaii based projects and the management of development operations and new business acquisitions in Hawaii. He led OliverMcMillan's successful completion of Symphony Honolulu, a mixed-use high-rise commercial project totaling over 1 million gross SF of for-sale condominium units, common areas, parking and the shell construction of a world-class luxury auto galleria. Under Kris' leadership, Symphony Honolulu became the first 400-foot high rise new construction residential condo building in the State of Hawaii to achieve LEED Certification from the U.S. Green Building Council. Currently, Kris is leading Brookfield's new mixed-use development, Līlia Waikīkī, a 455-unit multi-family mixed-use rental development with 43,000 square feet of new retail along Kūhiō Avenue.

Kris is a dedicated leader with a unique blend of development, construction, investment and asset management experience. Prior to joining OM, Kris held the position of Vice President at Intco Investments in Honolulu where he served as asset manager of various company holdings in Hawaii and California. Prior to returning to Hawaii in 2012, Kris spent 8 years as a project manager in both development and general contracting capacities with a vertically integrated San Diego based commercial real estate group.

Kris is a graduate of Boston College's Carroll School of Management and earned a MBA from the University of Hawaii at Manoa. He serves on the board of The GIFT Foundation of Hawaii, the American Heart Association executive leadership team, and is a member of ICSC, the Urban Land Institute, and a member of the NAIOP Hawaii Developing Leaders Executive Committee.

**DOUG JOHNSTONE – Senior Vice President, Development, The Howard Hughes Corporation**

Doug Johnstone is a Senior Vice President of Development at The Howard Hughes Corporation (HHC). He is responsible for implementing the mixed-use developments that comprise Ward Village, a 60-acre master-planned community in Kakaako, and is intimately involved in all aspects of entitlement, project management, construction, sales, and financing. Prior to HHC, Doug specialized in opportunistic investments and redevelopments as a Development Manager within Kamehameha Schools' and as a Vice President for Cyburt Hall Partners in Los Angeles.

Doug grew up in Honolulu and attended Stanford University, where he obtained a bachelor's degree in Economics with Honors. He currently serves on the board of the Outrigger Duke Kahanamoku Foundation, HomeAid Hawaii and the USS Missouri.

**PAUL KAY – Director, Planning & Development, Kamehameha Schools**

Paul Kay serves as Director of Planning & Development in the Commercial Real Estate division at Kamehameha Schools (KS). Kay's development experience spans 33 years, and includes the planning, development, and sale of multi-family and single-family homes, resorts, numerous commercial properties, and master-planned communities. These master-planned community projects, located in both Hawai'i and California, include several thousand homes, retail properties, a golf course, parks, and other associated infrastructure.

Most recently, Paul's leadership in the strategy and execution of Kamehameha Schools' Kaka'ako neighborhood, better known as Our Kaka'ako, has achieved success in bridging community needs by deriving and then executing innovative designs. Going forward, he is assembling plans for additional cutting-edge mixed-use programs on other KS lands across Oahu.

Paul grew up in Honolulu and is a graduate of St. Louis School in Honolulu, followed by the USC Marshall School of Business. He currently resides in Honolulu with his wife and 3 sons.

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## **Smarter, Better, Faster - How Tech is Shifting Consumer Behavior:**

### **Moderator –**

#### **BURT LUM – Strategy Officer for Hawaii Broadband Initiative, State of Hawaii**

Burt Lum is the State of Hawaii's Strategy Officer for the Hawaii Broadband Initiative dedicated to ensuring that Hawaii establish robust, resilient connectivity to the global broadband network. He is also the Executive Director of Hawaii Open Data, a non-profit dedicated to advancing the principles of open data/knowledge in Hawaii, including policy work and community collaborations. He has more than 30 years in Hawaii's technology and communications sector and is a frequent speaker and panelist on the topic of Information and Communication Technology (ICT).

At the City and County of Honolulu, he is worked with the City Council on their Digital Initiative including establishing Honolulu as a Bloomberg Philanthropies What Works Cities. Past engagements include founding member of the Innovation Center at HMSA, Senior Product Manager at Hawaiian Telcom, CEO/President of Hawaii data center startup and Sr. Marketing Manager at the Maui High Performance Computing Center.

His online activities include social media, community building and citizen journalism. Burt was a technology columnist for the Honolulu Advertiser from 1998 - 2004. Since 2008 to the present, he produces and hosts a weekly science and technology show on Hawaii Public Radio (NPR Affiliate) called Bytemarks Cafe. He along with Ian Kitajima also co-host the Geek Beat on Hawaii News Now Sunrise. He also wrote a column for Civil Beat called Civil Geeks. For the last 10 years he has also organized an annual grassroots technology event called the Unconferenz. You can find Burt active on Twitter, Facebook, Google+, Instagram, Snapchat, YouTube, Slack and his various blogs.

Burt graduated from Iolani High School. Went to the University of Washington and Stanford University to receive a BSEE and MSEE, respectively.

### **Panelists -**

#### **DAVID OYADOMARI – Senior Executive Vice President, Bank of Hawaii**

A member of the Bank of Hawaii Managing Committee, Mr. Oyadomari is responsible for strategy and customer experience in the e-Commerce Group. Prior experience includes roles in the hospitality, telecommunications, internet start-ups, and management consulting. Mr. Oyadomari is an Omidyar Fellow and strategic advisory board member of FTV Capital. He earned his magna cum laude bachelor's degree in economics and philosophy from Claremont McKenna College and his MBA from the Wharton School, University of Pennsylvania.

#### **CHARLOTTE SYKES – Vice President, Client Insights, Shopping Centers and Retail**

A consumer research specialist with more than 25 years' experience, Charlotte is directly responsible for the creation, implementation and analysis across a wide range of shopping center and retail projects. Clients value both her hands-on participation in a project and the depth of relevant experience and insight she brings to each study.

Charlotte has been instrumental in the development and introduction of TruTrade® to shopping centers, developers and retail projects nationwide. TruTrade is an analytics platform coupled with Babbage consulting services that analyzes billions of journeys per year based on their mobile device.

Charlotte understands how to integrate data from disparate sources including geographic, demographic, attitudinal and behavioral to form actionable recommendations for shopping centers and clients worldwide. Her specialized experience has been called upon in a variety of industries and venues including shopping center development companies, national and regional restaurant chains, utilities, airports, mixed-used developments and local and national events. Her programs have been recognized with four MAXI awards and three Merit awards by the International Council of Shopping Centers (ICSC).

Charlotte holds a Bachelor of Science degree and a Master of Science degree from the University of Missouri-Columbia. As a 25+ year ICSC member, Charlotte has participated as a presenter at numerous conferences and has served as a MAXI judge.

**BRIAN WONG** – Operations Technology Manager for Hawaii, Guam, Saipan and Operations Associate, McDonald's USA, LLC

Brian Wong is an Operations Associate for McDonald's USA LLC, Honolulu, HI. Brian is responsible for the effective execution of established Brand standards at assigned restaurants. He evaluates and provides consultation using continuous process improvement (CPI) tenets, analysis of current restaurant operations and provides subject matter expertise of specific restaurant systems to managers, owner/operators, and internal teams. Additionally, Brian has responsibilities as the market area (Hawaii, Guam, Saipan) Operations Technology Manager, providing guidance on the effective use of restaurant technology, and troubleshooting advice.

Brian joined the McDonald's team in June 2017. Just prior, he completed a 5-year active duty assignment with the United States Air Force. Brian has over 33 years Air Force Reserve experience. His corporate business experience spans almost as long with prior roles as District Manager and Technology Consultant for Ace Hardware Corporation, and various management positions with other retail companies.

He is a Hawaii native and is an active member with the Waialae-Kahala Neighborhood Board No. 3, and the Employer Support of the Guard and Reserve (ESGR) Hawaii.

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## **Pop-Up Shop Breakdown:**

### **Moderator –**

**MELISA PREUS, CCIM(B)** – Vice President, Leasing, The Howard Hughes Corporation

Melisa Preus, Vice President of Leasing at The Howard Hughes Corporation, leads commercial leasing of retail, office and industrial properties at Ward Village, a 60-acre, master planned community Architectural Digest recently named “Best Planned Community in the U.S.” A graduate of Kamehameha Schools, Preus earned a B.A. in Economics from the University of Hawaii at Manoa, is a member of ICSC and has a CCIM designation.

### **Panelists -**

**CINDY EASTMAN** – Founder, Lei Palm

Cindy Eastman has gathered over 30 + years of experience as a business owner, retail department manager, buyer, visual merchandiser, sales manager and manufacturer’s representative. With a holistic approach and a well-rounded view on what the market needs, Cindy has become a trusted expert in brand development and finding ways to increase sales through brand collaborations.

Most recently, Cindy founded lei palm - a tropically inspired collection of clothing, accessories and gifts curated in Hawai’i. lei palm partners with Hawai’i based artists to produce exclusive prints onto wearable art and accessories. The idea is to help local artists expand their global reach through unique quality and fashionable products that are exclusively designed to reflect the island lifestyle.

The lei palm launch plan has relied heavily on the pop-up retail concept, with its first store location at Ala Moana Centre. Cindy is excited to share the successes and strategy behind the pop-up concept and how it can help brands harness the unexpected and promote urgency and exclusivity.

**VALERIE JOSEPH** – Owner, POSH’d by Valerie Joseph

Born and raised in humbled beginnings in Honolulu, Hawaii, Valerie Joseph made a name for herself both in retail and far beyond the fashion industry. This entrepreneur never settles and is always looking for her next project. She found herself climbing the corporate ladder in the retail industry and in 2005 after two decades of experience, she opened the Valerie Joseph Boutique at the McCully Shopping Center and was awarded “The Best Women’s Boutique of Honolulu” just 3 months after opening. Since then she has opened two more Valerie Joseph Boutiques at Ward Village and Ala Moana Center. She felt the need to create a space where all women are appreciated and confident.

In 2016, she decided to take her business in a brand-new direction, closing her Valerie Joseph Boutiques and open a new shop called POSHd by Valerie Joseph located at Ward Village. On the edge of trend and sophistication, POSHd is a true high-class shopping experience, where all women are made to feel equal and empowered. POSHd received the Ho’okela Award in 2017 for “Best New Retail Business” from Retail Merchants of Hawaii. In 2018, Valerie was recognized as a finalist for “Business Woman of the Year” by Pacific Edge Magazine.

Beyond her successful clothing stores, she created her own beauty line called Coco Java – Hawaii’s edible body scrubs designed for anyone seeking to improve the appearance of their skin. She continues to find meaning and purpose in a variety of interests and hobbies and started a self-branding program called ‘Suit Yourself’ in which she coaches to a group of women about how to be confident in their own skin.

Valerie is also the creator, writer and Host of Fashion Sense. A TV segment that shares lifestyle hacks, beauty and style solutions which airs twice each week on ABC’s KITV4.

Valerie is a hard-working and dedicated woman who strives for success in all she does. She is proud to be a product of the public-school system in Hawaii and is always finding ways to give back to the system that provided her with the means to succeed. A board member for Community Helping Schools (CHS) 501©3 since 2009, she organizes and produces annual fashion events where 100% of proceeds benefit CHS and YWCA programs.

She is focused on her passions of fashion and leadership but always makes time for others. She takes an active role in her store, training her staff in the tenants of exceptional customer service and setting a model for them to follow. When Valerie puts her mind to something, she will see it through to success. She never forgets about others and follows the local girl in her that stays true to her beliefs and value systems to Inspire, Motivate and Make a Difference. A true entrepreneur, she is always creating or developing something new that adds value to her business or the community.

**JENNIFER SARGENT** – Group Business Development Representative, Brookfield Properties

Jen Sargent is the Specialty Leasing Manager for Ala Moana Center in Honolulu, Hawaii. She has been in Honolulu for six years and has leased the property since 2012. Jen is originally from St. Charles, Illinois and attended the University of Illinois at Chicago where she obtained her bachelor's degree. Although originally from the Midwest, she now calls paradise home.

**KATY VILLIERS** – Regional Specialty Leasing Manager, JLL

Katy Villiers is a Regional Specialty Leasing Manager for JLL Retail overseeing specialty leasing for her portfolio of Hawai'i centers on Oahu, Maui, Hawaii and Kauai. Her primary responsibilities include management and daily operations of all specialty leasing team's strategies involving current and prospective tenants, planning and implementation of specialty leasing programs and the coordination of kiosk space designs.

Prior to being promoted to Regional Specialty Leasing Manager, Katy was a Senior Specialty Leasing Manager for JLL Retail managing the specialty leasing programs at Windward Mall and Queen Ka'ahumanu Center. Her primary responsibilities included the daily operations program and developing and implementing specialty leasing initiatives to enhance a property's retailer mix and generate additional income through ancillary income efforts. Ancillary income includes sponsorships, advertising, product sampling and traffic-generating events.

Katy has over 12 years of experience in business development – eight years with Specialty Leasing Programs and four years in Strategic Partnerships at Ala Moana Center & Hawai'i GGP Properties. She formerly worked for the Honolulu Advertiser as the major accounts manager in advertising sales.

Katy is a member of ICSC, Windward Sunrise Rotary and holds a Hawaii RE license.

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## **Food, Fitness & Fun as Entertainment:**

### **Moderator –**

#### **MASATO ITOH – Leasing Representative, Ala Moana Center, Brookfield Properties Retail**

Masa Itoh is a Leasing Representative for Brookfield Properties (formerly GGP) representing Ala Moana Center in Honolulu and Prince Kuhio Plaza in Hilo. Prior to mall leasing, Masa worked in the retail brokerage division for Colliers International where he specialized in shopping center leasing and tenant representation. Masa is a Marine veteran and holds a bachelor's degree in economics from San Diego State University and an MBA from the Shidler College of Business. Masa is a member of the Hawaii ICSC planning committee and a Director for the Shidler College of Business Alumni Association.

### **Panelists -**

#### **MATTHEW BAYSINGER – CEO, Swell Spark LLC**

Matt Baysinger is the CEO of Swell Spark, the parent company of Breakout Waikiki and Epic Aloha, as well as other non-Honolulu based entertainment companies Blade & Timber, The Get Out Games, and Choir Bar. In 2018, Baysinger was named one of The Business Journals' Influencers: Rising Stars. This national list highlights the top 100 influential young executives who already are having an impact on business being done in communities across the nation.

Since 2014, Baysinger has developed a multi-award-winning film studio that was named the best in Kansas City for five consecutive years; a Kansas City based soda shop that has since expanded to three locations; Breakout; the only escape room in the USA to be ranked in the top five by both Trip Advisor and USA Today; Blade & Timber, America's highest rated Urban Axe Throwing Facility; and in 2018, Epic Aloha, an Instagram-photo-friendly interactive museum at the Hilton Hawaiian Village. As the CEO of Swell Spark, Baysinger oversees the operations of a dozen family-friendly entertainment facilities around the country with a high focus on gathering people for shared experiences.

#### **CHRIS BRANDON – Leasing Director, Retail, Brookfield Properties Retail**

Chris Brandon is a Leasing Director for Brookfield Properties (formerly GGP), with a focus on food and beverage programming in the Premiere West Portfolio. Some of his assignments include Ala Moana Center in Honolulu, The Grand Canal Shoppes and Fashion Show in Las Vegas and select projects in the Pacific Northwest. Prior to joining Brookfield in 2016 Chris worked for Caruso, where he implemented a new food and beverage strategy at The Americana in Glendale, CA and brought numerous first-to-market retail brands to The Grove in Los Angeles. Chris also worked for Westfield where he successfully remerchandised Westfield Santa Anita to meet the needs of the affluent Asian consumer living in the nearby San Gabriel Valley. Chris began his real estate career at CIM Group and grew up in clothing industry. He lives in LA's South Bay and attended The University of Southern California.

#### **FRANK CLARK – President, Real Select USA, LLC**

Frank established Real Select International in 2010 and has quietly built a real estate empire benefiting investors and developers. Frank's success comes from a wide network of valuable contacts and an inventive out-of-the-box approach.

Frank noticed a niche market in matching real estate developers with investors that would mutually benefit from working together to bring projects to life. With twenty years of real estate experience, Frank knew that forming Real Select International would best serve this niche concept. As the go to real estate matchmaker for both residential and commercial projects in Hawaii, Frank has developed a network that can bring any opportunity to fruition. Being Fluent in Japanese and cognizant of the Japanese culture, Frank has built relationships with real estate investors in Japan that he matches with developers with real estate opportunities here in Hawaii.

Frank credits his success with his wide range of network relationships and his "out of the box approach." Most importantly, Frank believes that success is achieved through loyalty, commitment to quality, servicing our clients, and always willing to accept new challenges.

**RANDY GUSE – Vice President, Restaurant Leasing, Washington Prime Group**

Randy oversees restaurant leasing for the Washington Prime Group (NYSE: WPG), which owns and operates 106 enclosed malls and open-air centers in 30 states across the country, including Pearlridge Center. He was responsible for bringing tenants to Pearlridge such as: Pieology, Five Guy's, Beer Lab, Uncle's and Gen Korean BBQ. His background includes over ten years of restaurant leasing on the landlord side for both Washington Prime and previously for GGP. Randy has extensive experience in growing restaurant brands nationwide, having been Vice President of Development for both Friendly's Restaurants and Darden's Bahama Breeze concept. He got his start in restaurant real estate with TGI Friday's, where he was responsible for the development of one out of every seven locations worldwide. Randy resides in suburban Chicago.

**RALPH PRATHER – Hawaii Regional Director / Managing Partner, Orangetheory Fitness**

Ralph Prather is the Regional Director/ Managing Partner for the Orangetheory Fitness (OTF) Hawaii franchises. Ralph manages the entire region of Hawaii, provides support and ongoing development for all the Hawaii studios, and is responsible for not only growing and developing new franchises here on Oahu but across the entire state. Ralph is also a partner for the South Beach Miami OTF franchise.

Prior to getting involved with the franchises, Ralph was employed by corporate OTF in Boca Raton, FL, where their corporate headquarters is located. Ralph has been in the fitness industry for more than a decade and is certified in personal training by the International Sports Science Association as well as CPR and AED certified.

Ralph volunteers his time and ensures that Hawaii Orangetheory Fitness helps give back to the community. Since relocating to Hawaii, he has done multiple fundraisers for various local charities such as the Make- A-Wish, Alzheimer's Foundation and Shriner's Hospital for Children. He currently resides in Honolulu.