

# 2022 AGENDA

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

MONDAY, OCTOBER 31, 2022

## PRE-SUMMIT ACTIVITIES

### 9:00 am - 1:00 pm

8am departure from Hilton for transportation to guided tour  
*Must be pre-registered to participate*

### An Ideal Way to Immerse Yourself in the Culture of Innovation in Israel

The Peres Center for Peace and Innovation, founded in 1996 by the late Israeli President, Shimon Peres, develops and implements impactful and meaningful programs with a focus on promoting a prosperous Israel; nurturing and highlighting Israeli innovation; paving the way for shared living between all of Israel's citizens; and facilitating lasting peace between Israel and its neighbors. [Register Here](#)

### 12:00 pm - 6:00 pm

Pomegranate Foyer

### Global Wellness Summit (GWS) Registration & Concierge Open

### 1:30 pm - 5:00 pm

Foyer Outside Grand Ballroom C

### Express Treatments

Treat yourself to a fast and fabulous express treatment, courtesy of the experts from Hydrafacial. **Sponsored by Hydrafacial**

### 1:30 pm - 4:15 pm

### KNOWLEDGE WORKSHOPS

### 1:30 pm - 2:15 pm

Grand Ballroom C

### Knowledge Workshop

*The Global Wellness Institute: Empowering Wellness and Your Business*

Learn how the nonprofit Global Wellness Institute pillars can enhance your business, through Research, Initiatives, Wellness Evidence, Geography of Wellness, Wellness Moonshot: A World Free of Preventable Disease, Ambassadorships, BBC StoryWorks, and more.

**Amy Cook**, Director of Development, Global Wellness Institute, United States

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

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

**2022 Co-Chairs:**

**Amir Alroy**, Co-Founder, Welltech Ventures, Israel  
**Ömer İsvan**, President, Servotel, Turkey

**GWI Advisory Board Members:**

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

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

**Mia Kyricos**, President & Chief Love Officer (CEO), Kyricos & Associates LLC, United States

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

**Michael Roizen, MD**, Emeritus Chief Wellness Officer, Cleveland Clinic; Professor, Learner College of Medicine of Cleveland Clinic at Case Western Reserve University, United States

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

**Rick Stollmeyer**, Founder, Mindbody; CEO, Inspired Flight Technologies, United States

**Bill Kapp, MD**, CEO, Fountain Life, United States

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

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

*Global Wellness Institute Advisory Board Members, Initiative Members and Ambassadors are encouraged to attend.*

**2:30 pm – 3:15 pm**

Grand Ballroom C

**Knowledge Workshop**

*Let Food Be Thy Medicine: Was Hippocrates ahead of his time when he said, “All diseases begin in the gut” and “let food be thy medicine”?*

**Sponsored by Viome**

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

**3:30 pm – 4:15 pm**

Grand Ballroom C

**Knowledge Workshop**

*Creating Joy and Sharing Wisdom along the Second Curve of Life*

**Sponsored by Biologique Recherche**

**Julie Bach**, Executive Director, Wellness for Cancer, United States

**Neil Jacobs**, CEO, Six Senses Hotels Resorts Spas, Singapore

**John Stewart**, Founder & Chairman, Kamalaya Koh Samui Wellness Sanctuary & Holistic Spa, Thailand

**4:30 pm – 5:00 pm**

Grand Ballroom C

**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.*

**Nancy Davis**, Chief Creative Officer & Executive Director, Global Wellness Summit, United States  
**Susie Ellis**, Chair & CEO, Global Wellness Summit, United States

**Beatrice Hochegger**, Director of Events, Global Wellness Summit, United States

**Global Wellness Summit (GWS) Board of Advisors:**

**Anna Bjurstam**, Wellness Pioneer, Six Senses; Partner, Raison d'Etire; Strategic Advisor, Pegasus Capital Group, Sweden

**Victor Brick**, Founder & CEO, Planet Fitness Growth Partners, United States

**Cathy Feliciano-Chon**, Founder & Managing Director, CatchOn – A Finn Partners Company, Hong Kong

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

**Nicola Finley, MD**, Integrative Medicine & Board-Certified Internal Medicine Physician, United States

**Hannah Messerli, PhD**, Economic Development Specialist, United States

**Yoriko Soma**, President & CEO, Conceptasia Inc, Japan

**Prof. Mary Tabacchi, PhD, RD**, Professor Emerita, Cornell University School of Hotel Administration, United States

**Global Wellness Institute (GWI) Board of Directors & Advisors:**

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

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

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

**Mia Kyricos**, President & Chief Love Officer (CEO), Kyricos & Associates LLC, United States

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

**4:30 pm – 5:00 pm**

Grand Ballroom C

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

**Michael Roizen, MD**, Emeritus Chief Wellness Officer, Cleveland Clinic; Professor, Learner College of Medicine of Cleveland Clinic at Case Western Reserve University, United States

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

**Rick Stollmeyer**, Founder, Mindbody; CEO, Inspired Flight Technologies, United States

**6:00 pm – 6:45 pm**Tech Innovation Pavilion  
Grand Ballroom A**Private VIP Cocktail Reception for Sponsors, GWI Ambassadors + Media**

*Hosted by the GWS Board of Advisors & the GWI Board of Directors & Advisors*

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

**7:00 pm – 9:00 pm**Tech Innovation Pavilion  
Grand Ballroom A  
& Foyer A+B**Welcome Party**

*Welcome to the Start-up Nation!*

Special welcome from **Chen Arieli**, Deputy Mayor, Tel-Aviv-Yafo

**Ido Bar-Nir**, Partner, EY Israel  
Tech Innovation Pavilion Open

**Sponsored by Ernst & Young Israel**

*Attire: Tech Chic!*

**9:00 pm – 9:45 pm**Grand Ballroom Terrace  
(weather permitting)**Fire Ceremony**

*Open Minds. Open Hearts.*

**Led by Sadhvi Bhagawati Saraswati**

A once-in-a-lifetime experience, as we come together with open minds and open hearts, led in a meaningful ceremony by this extraordinary woman.

Sadhvi is a renowned spiritual leader, based in Rishikesh, India. She's the author of the #1-bestselling memoir *Hollywood to the Himalayas: A Journey of Healing and Transformation*.

Originally from L.A., Sadhvi is a graduate of Stanford University, and earned a PhD in psychology. She has lived on the banks of the sacred Ganga River, for more than 25 years engaged in spiritual service, wisdom teaching, sacred action, and deep spiritual practice.

9:45 pm - 10:30 pm

## CHOICE OF THREE CONCURRENT ACTIVITIES

**After Dinner Conversations**

Not quite ready to call it a night? Casually connect with other delegates, share thoughts and ideas on the topic, and make some new friends in the process. Hosted by industry leaders.

King Solomon A  
One Level Below Lobby

**After Dinner Conversation: Wellness Real Estate & Communities**

**Wendy Bosalavage**, President & CRO, LIVUnLtd, United States

**Ömer Isvan**, President, Servotel, Turkey

King Solomon B  
One Level Below Lobby

**After Dinner Conversation: Labor Shortages & Solutions**

**Lisa Starr**, Principal, Wynne Business, United States

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

King Solomon C  
One Level Below Lobby

**After Dinner Conversation: Spa & Hospitality**

**Sarah Camilleri**, Founding Editor & Publisher, European Spa Magazine, United Kingdom

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



DAY  
ONE

TUESDAY, NOVEMBER 1, 2022

DAY ONE

**6:30 am – 7:15 am**

Hilton Gym

**Train Like a Pro, with a Pro from Technogym!**

*Join the personal trainer from Technogym for custom workout sessions.*

**Sponsored by Technogym**

*Attire: Comfortable workout clothing*

**6:45 am – 7:30 am**

Meeting point at the  
GWS registration desk

**Sanctum: The Power of Now**

*Join a cathartic workout experience that empowers the body and expands the mind.*

A holistic moving sequence that balances the physical body with the mind and the spirit. Routed in multidisciplinary forms of physical conditioning like modern fitness, HIIT workout, Kundalini, martial arts, breath work and functional movement, and with the most powerful, carefully curated music. Special equipment provided!

**Sponsored by Six Senses**

*Attire: Comfortable workout clothing*

**6:30 am – 8:00 am**

Café Med, One Level  
Below Lobby

**Breakfast in Café Med**

For delegates staying at the Hilton Tel Aviv, enjoy the famous breakfast buffet of Israeli and international cuisine!

**8:30 am – 8:45 am**

Plenary

**GWS 2022 Opening**

*Gratitude Revealed*

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

**8:50 am – 9:05 am**

Plenary

**Welcome & Keynote**

*The State of Our Union*

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

**9:10 am – 9:20 am**

Plenary

**Welcome & Keynote**

*L'chaim, at Last!*

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

TUESDAY, NOV. 1, 2022

**9:25 am – 9:35 am**

Plenary

**Welcome & Keynote***Wellness Innovation and Technology in the Middle East: A Roadmap for Collaboration and Partnerships***Amir Alroy**, Co-Founder, Welltech Ventures, Israel**9:40 am – 9:50 am**

Plenary

**Welcome & Keynote***What Customers Want and What We're Not Delivering***Ömer İsvan**, President, Servotel, Turkey**9:55 am – 10:15 am**

Plenary

**Special Presentation***Dreaming the World We Want***Sharonna Karni Cohen**, Co-Creator of Dreame, Israel**Einat Tsarfati**, Artist, Illustrator, Author, Dreame, Israel**10:15 am – 10:45 am**Tech Innovation Pavilion  
Grand Ballroom A**Networking Energy Break in Tech Innovation Pavilion**

Enjoy a healthy snack while immersing yourself in Innovation! See the latest from companies you want to know and meet entrepreneurs forging the future in health and wellness.

**10:50 am – 11:13 am**

Plenary

**Keynote***Busting Taboos and Making Billions: Femtech and Wellness***Aradhana Khowala**, CEO & Founder, Aptamind Partners, United Kingdom; Board Member & Member of the Steering Committee, World Tourism Forum, Lucerne, Switzerland; Chair of the Global Advisory Board, The Red Sea Development Company, Kingdom of Saudi Arabia, United Kingdom**11:18 am – 11:48 am**

Plenary

**Keynote***The Game-Changing Science of Hyperbaric Medicine***Shai Efrati, MD**, Professor, Sackler School of Medicine & Sagol School of Neuroscience, Tel Aviv University; Director, Sagol Center for Hyperbaric Medicine & Research, Shamir Medical Center, Israel



**11:53 am – 12:23 pm**

Plenary

**Keynote: Research***Defining Wellness Policy***Tonia Callender**, 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**12:28 pm – 12:58 pm**

Plenary

**Keynote Panel & Launch***In Pursuit of Wellness: The Art & Science of Living Well***Simon David Shelley**, VP, BBC StoryWorks, United Kingdom**Vlada Tusco**, Programme Partnerships, BBC StoryWorks, United Kingdom**THREE CONCURRENT OPTIONS****1:03 pm – 1:30 pm**

Plenary

**Press Conference for Media Only****Tonia Callender**, Research Fellow, Global Wellness Institute, United States**Cassandra Cavanah**, Owner, Cavanah Communications, United States**Katherine Johnston**, Senior Research Fellow, Global Wellness Institute, United States**Beth McGroarty**, VP, Research & Forecasting, Global Wellness Summit, United States**Ophelia Yeung**, Senior Research Fellow, Global Wellness Institute, United States**1:03 pm – 2:15 pm**King Solomon A, B, C  
Café Med, One Level  
Below Lobby**Interactive Lunch | Table Topics****Sponsored by *Biologique Recherche***

Un Petit Bonjour et Bon Appetit! from

**Rupert Schmid** and **Pierre-Louis Delapalme**,  
Co-Chairmen, Co-Presidents, Biologique  
Recherche, France**TABLE TOPIC DISCUSSIONS (YOUR CHOICE)****Aesthetics & Beauty**1. *The Power of Personalization in Wellness***Rupert Schmid**, Co-President & Co-Chairman,  
Biologique Recherche, France

**1:03 pm - 2:15 pm**

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## TABLE TOPIC DISCUSSIONS (CONTINUED)

### Architecture & Design

2. *LSE, Architecture, Urbanism, the 2012 London Olympics*

**Richard Burdett**, Professor of Urban Studies; Director, LSE Cities, United Kingdom

3. *Why the NY High Line Became Such a Success*

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

4. *Choice Architecture: Behavior, Design, Wellness*

**Avani Parikh**, Principal, Avani Parikh Architecture P.C., United States

### Arts and Wellness

5. *Visual Healing Programs That Are Working*

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

6. *Building a Wellbeing Music Business*

**Darren Blumenthal**, Managing Director, Myndstream, United States

### Blue Zones

7. *What People Don't "Get" About Blue Zones*

**Dan Buettner**, Founder, Blue Zones; National Geographic Fellow & Explorer; *New York Times* Bestselling Author; Emmy Award-winning Journalist & Producer, United States

8. *Blue Zones Center and Communities*

**Stephen Watson**, Managing Partner, Blue Zones Center, United States

### Business

9. *Lanserhof Business Goals*

**Nils Behrens**, CMO, Lanserhof Management GmbH, Germany

10. *Financial Success through Wellness in Hospitality*

**Patrick Fernandes**, CEO, Alchemy Wellness Resorts and Managing Director, Carillon Miami Wellness Resort, United States

11. *Leading/Managing with Company Values*

**Rick Stollmeyer**, Founder, Mindbody; CEO, Inspired Flight Technologies, United States

**1:03 pm - 2:15 pm**

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## TABLE TOPIC DISCUSSIONS (CONTINUED)

### Cold Factor

*12. Cryotherapy: Time Is the Factor in Making Money*

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

*13. Extreme Wellness: Wim Hof and More*

**Marc Cohen, MD**, Director, Extreme Wellness Institute, Australia

### Emerging Markets

*16. Strategic Alliances and Emerging Markets*

**Preet Singh**, General Manager, The Farm at San Benito, Philippines

### ESG (Environmental, Social, Governance)

*17. Climate Action: Through Regeneration*

**Davide Bollati**, Chairman, Davines Spa, Italy

*18. Social Impact: What Does Good Look Like?*

**Wendy Bosalavage**, President & CRO, LIVunLtd, United States

*19. Improving the Diversity Landscape*

**Nicola Finley, MD**, Integrative Medicine & Board-Certified Internal Medicine Physician, United States

*20. Wellness Inequality: How Should We Address?*

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

**1:03 pm - 2:15 pm**

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## TABLE TOPIC DISCUSSIONS (CONTINUED)

### Fitness

*21. Financial Fitness Figures Pre-, During, Post-COVID*

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

### Functional Medicine

*22. Let's Talk about Functional Medicine*

**Deborah (Karina) Stewart**, Founder & Chief Wellness Officer, Kamalaya Company Ltd, Thailand

### Hospitality

*23. Global View of Post Pandemic Recovery*

**Aldina Duarte Ramos**, Global Director of Well-Being, Accor, France

*24. Growth of Private Clubs*

**Neil Jacobs**, CEO, Six Senses Hotels Spas Resorts, Singapore

### Hyperbaric Science

*25. Hyperbaric Medicine: What We Know for Sure*

**Shai Efrati, MD**, Professor, Sackler School of Medicine & Sagol School of Neuroscience, Tel Aviv University; Director, Sagol Center for Hyperbaric Medicine & Research, Shamir Medical Center, Israel

### Israel and Innovation

*26. Understanding Innovation in Israel*

**Judith Halioua**, Head of Strategy, Nike, Israel

### Marketing & PR

*27. What I Am Learning from My Customers*

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

*28. Luxury Properties in the Pipeline I Can't Wait to See*

**JoAnn Kurtz-Ahlers**, President, Hidden Doorways, United States

1:03 pm - 2:15 pm

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## TABLE TOPIC DISCUSSIONS (CONTINUED)

### Medical and Wellness

29. *My Latest Book: The Great Age Reboot*

**Michael Roizen, MD**, Emeritus Chief Wellness Officer, Cleveland Clinic; Professor, Learner College of Medicine of Cleveland Clinic at Case Western Reserve University, United States

30. *Surgeon General Speaks: Have We Forgotten About Smoking?*

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

31. *At the Cutting Edge of Influencing Health and Wellness*

**George Shapiro, MD**, CEO Fountain EDGE, Fountain Life - EDGE, United States

32. *My Cardiology Practice and Wellness*

**Randeep Suneja, MD**, Founder, CEO & Medical Director, Cardiology Center of Houston, United States

33. *Pharmaceutical Companies & Wellness*

**Alejandro Weinstein**, Co-Founder, WM Partners LP, United States

### Metaverse

34. *Digital Health Strategies for the Metaverse*

**Noam Gabison**, Industry Manager for Digital Health, Meta, Israel

### Spiritual and Wellness

35. *Integrating the Spiritual into a Business*

**Sadhvi Bhagawati Saraswati, PhD**, President, Divine Shakti Foundation; Secretary-General, Global Interfaith WASH Alliance; Director, Co-President, Religions for Peace, India

### Technology and Wellness

36. *Conversational AI and Wellness at Google*

**Dotan Elharrar**, Group Product Manager, Google Research, Google, Israel

37. *Beyond Jet Lag: Why Big Companies Are Embracing Circadian Science*

**Mickey Beyer-Clausen**, Co-Founder & CEO, Timeshifter, Denmark & United States

**1:03 pm - 2:15 pm**

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

**TABLE TOPIC DISCUSSIONS (CONTINUED)****Technology and Wellness (Continued)**

38. *Technology Apps: How to Know If They Work*  
**Guy Leitersdorf**, CEO, Longevity AI, Israel

**Wellness Real Estate & Communities**

39. *Creating a \$3 Billion Urban Wellness Community*

**John Fitzgerald**, CEO & Founder, JLF Corporation Pty Ltd, Australia

40. *Wellness Real Estate Projects: Mistakes to Avoid*

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

**Workforce Issues**

41. *Solutions to Labor Challenges*

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

42. *Workforce Today/Challenges/Solutions*

**Jean Sung**, Head of Philanthropy Centre, Asia, J.P. Morgan Private Bank, Hong Kong

**Workplace Wellbeing**

43. *The Wix Story & Heading Wellbeing*

**Talya Landau**, Global Wellbeing Manager, Wix, Israel

**Sleep Health**

44. *Sleep Health Innovation Landscape*

**Barry van Doornewaard**, Founder & CEO, FreshBed, Netherlands

**1:03 pm - 2:15 pm**

Tech Innovation Pavilion  
Grand Ballroom A

**Tech Innovation Pavilion Open****2:20 pm - 2:25 pm**

Plenary

**World Premiere Short Film**

*In Pursuit of Wellness: The Art & Science of Living Well*

*Music for Neurodiversity*

Music that taps into brain regions help neurodiverse children to express themselves in new ways.

**BBC StoryWorks & Global Wellness Institute**

*Presented by Myndstream*

**2:30 pm – 2:48 pm**

Plenary

**Keynote***From I to We: The Power of Spirituality in Moving from Illness to Wellness***Sadhvi Bhagawati Saraswati, PhD**, President, Divine Shakti Foundation; Secretary-General, Global Interfaith WASH Alliance; Director, Co-President, Religions for Peace, India**2:53 pm – 3:11 pm**

Plenary

**Keynote Conversation***The Future of Hospitality***Neil Jacobs**, CEO, Six Senses Hotels Spas Resorts, Singapore**Nancy Davis**, Chief Creative Officer & Executive Director, Global Wellness Summit, United States**3:15 pm – 4:00 pm**

Plenary

**What's Bubbling Up in the Wellness Economy?**

An exciting new feature of the Summit, this session provides an opportunity for delegates to contribute their thoughts and ideas on a wide-ranging series of industry topics, related to the famous GWI Bubble Chart.

**Moderated by:****Mia Kyricos**, President & Chief Love Officer (CEO), Kyricos & Associates LLC, United States**Renee Moorefield, PhD**, CEO, Wisdom Works Group, United States**4:05 pm – 4:23 pm**

Plenary

**Keynote***Disrupting Hospitality: Converting Locations to Cultural Narratives*

With a client list that reads like a Who's Who of the hospitality world, Tal Danai has led ArtLink to successfully complete over 140 hotel and cruise ship projects in 35 countries, combining Indigenous culture, art and sustainability.

**Tal Danai**, Founder & CEO, ArtLink, United Kingdom & Israel**4:25 pm – 4:30 pm**

Plenary

**Five Takeaways in Five Minutes****Amir Alroy**, Co-Founder, Welltech Ventures, Israel**Ömer İsvan**, President, Servotel, Turkey

**4:35 pm – 5:05 pm**

Plenary

**Keynote & Performance***Re-discovering Music: Having Impact in Therapeutic Environments***Freddie Moross**, Managing Director,  
Myndstream, United Kingdom**Professor Adam Ockelford**, Professor of Music  
at University of Roehampton, United Kingdom**Musical performance by special guest:****Derek Paravicini**, Pianist & Music Savant, United  
Kingdom**5:10 pm – 6:30 pm**Tech Innovation Pavilion  
Grand Ballroom A**Tech Innovation Pavilion Open****7:00 pm Sharp!****Meet outside the lobby, at the front entrance  
of the Hilton to board buses.****7:30 pm – 9:30 pm**

Kedem St 85, Jaffa

**Evening Event: Dinner at  
“The Old Man and the Sea” in Jaffa!**

This historic and famed ancient port city is home to cobble-stone streets, courtyards, and a legendary restaurant—*The Old Man and the Sea*—set on a small hill in Jaffa, overlooking the sea. The cuisine is authentic and plentiful and the atmosphere casual and festive. Celebrate old friends and new!

*Attire: Seaside Chic, and walking shoes!***9:45 pm – 10:30 pm****CHOICE OF THREE CONCURRENT ACTIVITIES****After Dinner Conversations**

Not quite ready to call it a night? Casually connect with other delegates, share thoughts and ideas on the topic, and make some new friends in the process. Hosted by industry leaders.

King Solomon A  
One Level Below Lobby**After Dinner Conversation: Biohacking****Anna Bjurstam**, Wellness Pioneer, Six Senses;  
Partner, Raison d’Etre; Strategic Advisor,  
Pegasus Capital Group, Sweden**Desiree DuMont**, CEO, Alumina Tulum, United  
States



King Solomon B  
One Level Below Lobby


**After Dinner Conversation: Workplace Wellbeing**

**Denise Bober**, Senior VP of Human Resources, The Breakers Palm Beach, United States  
**John Toomey**, CEO, Wide Awake Wellness Pty Ltd, Australia

King Solomon C  
One Level Below Lobby

**After Dinner Conversation: Sustainability & Regenerative Travel & Tourism**

**Davide Bollati**, Chairman, Davines Spa, Italy  
**Sarah Miller**, Founder & CEO, Sarah Miller and Partners, United Kingdom



DAY  
**TWO**

WEDNESDAY, NOVEMBER 2, 2022

DAY TWO

**6:30 am – 7:15 am**

Hilton Gym

**Train Like a Pro, with a Pro from Technogym!**

*Join the personal trainer from Technogym for custom workout sessions. Attire: Workout clothing.*

**Sponsored by Technogym**

**6:30 am – 7:15 am**

Meeting point at the  
GWS registration desk

**Sanctum: Letting Go**

*Sanctum signature sequence to let go and release anything not serving your overall wellbeing.*

A holistic moving sequence that balances the physical body with the mind and the spirit. Routed in multidisciplinary forms of physical conditioning like modern fitness, HIIT workout, Kundalini, martial arts, breath work and functional movement, and with the most powerful, carefully curated music. Special equipment provided! *Attire: workout clothing.*

**Sponsored by Six Senses**

**6:30 am – 8:00 am**

Café Med, One Level  
Below Lobby

**Breakfast in Café Med**

For delegates staying at the Hilton Tel Aviv, enjoy the famous breakfast buffet of Israeli and international cuisine!

**8:30 am – 8:35 am**

Plenary

**Moving Art**

*Meditation on Nature*

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

**8:40 am – 8:58 am**

Plenary

**Keynote**

*Wellness Innovation in a Multinational Insurance Giant: Is This Possible?*

**Sharon Handelman-Gotlib**, Healthcare & Ageing  
Business Development Manager, Sompodigital  
Lab, Israel

**9:03 am – 9:33 am**

Plenary

**Keynote**

*Blue Zones Diet: Eating Like the World's  
Longest Lived*

**Dan Buettner**, Founder, Blue Zones; National  
Geographic Fellow & Explorer; *New York Times*  
Bestselling Author; Emmy Award-winning  
Journalist & Producer, United States

WEDNESDAY, NOV. 2, 2022

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9:38 am – 9:56 am

**CHOICE OF TWO CONCURRENT OPTIONS:**

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9:38 am – 9:56 am

Plenary

**Keynote Conversation**

*The Medical Science for Longevity*

**Michael Roizen, MD**, Emeritus Chief Wellness Officer, Cleveland Clinic; Professor, Learner College of Medicine of Cleveland Clinic at Case Western Reserve University, United States  
**Tzipora Strauss, MD, MSc**, Head of Neonatology Department, Sheba Medical Center; Head of (upcoming) Longevity Center, Sheba Medical Center, Israel

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9:38 am – 9:56 am

Grand Ballroom C

**Keynote**

*The Big Business of Private Membership Clubs*

**Anna Bjurstam**, Wellness Pioneer, Six Senses; Partner, Raison d'Etire; Strategic Advisor, Pegasus Capital Group, Sweden

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10:00 am – 10:18 am

**CHOICE OF TWO CONCURRENT OPTIONS:**

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10:00 am – 10:18 am

Plenary

**Keynote**

*Timing Is Everything: Announcing a New Circadian Solution for Everyday Wellness*

**Mickey Beyer-Clausen**, Co-Founder & CEO, Timeshifter, Denmark & United States

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10:00 am – 10:18 am

Grand Ballroom C

**Keynote**

*Wellness Real Estate: In Pursuit of Office Wellbeing*

**Martin Nestepny**, Head of Smart Workplace Solutions, HB Reavis Group, United Kingdom  
**Introduced by Ömer İsvan**, President, Servotel, Turkey

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**ALL BACK TO PLENARY**

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10:23 am – 10:33 am

Plenary

**Global Wellness Award**

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

**Presenting Sponsor:**

**Bija Bennett**, Author, Chief Wellness Officer, YubiHealth, Inc., United States

**Presenting GWS Advisory Board Member:**

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

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**10:38 am – 10:43 am**

Plenary

**2022 Summit Sponsors: A Moment of Gratitude**

*Photo on stage of all sponsors*

**Michelle Gamble**, VP, Global Business Dev.,  
Global Wellness Summit, United States

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**10:45 am – 11:15 am**

Ballroom C

**Networking Energy Break**

*Wellness Experience: Energy Cleanse and Recharge!*

**Sponsored by The Organic Pharmacy**

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**10:45 am – 11:15 am**

Tech Innovation Pavilion  
Grand Ballroom A

**Tech Innovation Pavilion Open**

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**11:20 am – 11:25 am**

Plenary

**World Premiere Short Film**

*In Pursuit of Wellness: The Art & Science of Living Well  
Making a Comeback*

Young Kenyans find a new appreciation for the  
benefits of healing plants.

**BBC StoryWorks & Global Wellness Institute**

*Presented by GWI Africa Initiative*

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**11:30 am – 11:40 am**

Plenary

**The Wellness Moonshot: A World Free of  
Preventable Disease | Special Announcement**

*A New Phase Begins.*

A historic announcement that will change the  
course of The Wellness Moonshot: A World  
Free of Preventable Disease.

*Special Messages from **Tony Robbins** and **Peter  
H. Diamandis**, Founders, Fountain Life*

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

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

**Bill Kapp, MD**, CEO, Fountain Life, United States

**Rakesh M. Suri, MD., D.Phil.**, President & Chief  
Medical Officer, Fountain Life, United States

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11:45 am - 12:03 pm

**CHOICE OF TWO CONCURRENT OPTIONS:**

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11:45 am - 12:03 pm

Plenary

**Keynote**

*Things Are Looking Up: My Next Great Business Venture*

What does the founder of Mindbody do for a second act? Is there a secret formula to being an entrepreneur, and can anyone become one?

**Rick Stollmeyer**, Founder, Mindbody; CEO, Inspired Flight Technologies; Author of *Building a Wellness Business That Lasts: How to Make a Great Living Doing What You Love*, United States

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11:45 am - 12:03 pm

Grand Ballroom C

**Keynote**

*Sensory Reset: A New Paradigm in Wellness*

**Ari Peralta**, Chief Science Officer, Mycoocoon, Portugal

**Introduced by Anna Bjurstam**, Wellness Pioneer, Six Senses; Partner, Raison d'Étre; Strategic Advisor, Pegasus Capital Group, Sweden

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12:08 pm - 12:38 pm

**CHOICE OF TWO CONCURRENT OPTIONS:**

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12:08 pm - 12:38 pm

Plenary

**Keynote "Shark Tank of Wellness" Global Student Competition**

*Global student competition to birth a fresh wellness concept with \$10,000 in prize money! Meet the final three concepts selected by the judges (Sharks) after reviewing videos from over 50 submissions. Finalists will present and compete for the top prize.*

**Wellness Sharks:**

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

**Frank Pitsikalis**, VP, Product Strategy, Hotels, Agilysys, Canada

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

**Aldina Duarte Ramos**, Global Director of

**12:08 pm – 12:38 pm**

Plenary

**“Shark Tank of Wellness” (Continued)**

**Shark Tank Finalists:**

**David Austin Jones**, Cornell University, United States

**Kay McCalla**, Savannah College of Art and Design, United States

**Anvisha Vora**, Savannah College of Art and Design, United States

**Professor:**

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

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

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**12:08 pm – 12:26 pm**

Grand Ballroom C

**Keynote**

*Beauty and Wellness: Unpacking the Young Chinese Consumer’s Quest*

**Zarina Kanji**, TMall Business Development & Marketing, Alibaba Group, United Kingdom

**Introduced by Ömer Isvan**, President, Servotel, Turkey

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**12:28 pm – 12:38 pm**

Grand Ballroom C

**Keynote Update**

*How Did Amai Proteins Crack the Sugar Code?*

Amai Proteins was the inaugural winner of the 2020 Call for Innovation competition, co-sponsored by the GWS and Welltech Ventures. Since that time, Amai has gone on to win other prestigious awards and will launch in early 2023 with a game-changing, disrupting product, replacing sugar in many of the foods you know and love.

**Charles Gast**, VP, Business Development, Amai Proteins, Israel

**Introduced by Galit Horovitz**, Co-Founder, Welltech Ventures, Israel

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**ALL BACK TO PLENARY**

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**12:43 pm - 12:48 pm**

Plenary

**GWJ Initiative Chairs: Empowering Wellness on a Global Scale**

*Photo on stage of all Initiative Chairs and Vice Chairs*

GWJ Initiatives further the international conversation about wellness in its many and varied forms. Each GWJ Initiative is led by an Initiative Chair, a renowned thought-leader who volunteers his or her time to help empower wellness worldwide. (See full list of GWJ Initiatives at end of agenda.)

**Jessi Brandt**, Manager of Operations & Development, Global Wellness Summit, United States

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

**12:53 pm - 2:18 pm**

**CHOICE OF TWO LUNCH OPTIONS**

**12:53 pm - 2:18 pm**

Jaffa Room  
Mezzanine Floor

**VIP Lunch for GWJ Ambassadors Only**

*All attendees share "I Am Bullish On...and Bearish On...for 2023"*

*Invitation-only for Ambassadors of the nonprofit GWJ. Visit registration desk to become an Ambassador, or email Amy Cook, Director of Development, at [amy.cook@globalwellnessinstitute.org](mailto:amy.cook@globalwellnessinstitute.org)*

**Hosted by:**

**Amy Cook**, Director of Development, Global Wellness Institute, United States

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

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

**Participants:**

**John Alschuler**, Executive Chairman, Therme Group US, LLC, United States

**Alexandro Armour, PhD**, Director, 22 Crews Holdings, LLC, United States

**Andrew Barnard**, CEO, Sunswept Resorts, Saint Lucia

**Bija Bennett**, Author, Chief Wellness Officer, YubiHealth, Inc., United States

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

**Gerald Cooke, MD**, Owner, Cooke Medical, LLC, United States

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

**Desiree DuMont**, CEO, Alumina Tulum, United States

**John Fitzgerald**, CEO & Founder, JLF Group, Australia



**12:53 pm – 2:18 pm**

Jaffa Room  
Mezzanine Floor

*Invitation-only for  
Ambassadors of the  
nonprofit GWI. Visit  
registration desk to become  
an Ambassador, or email  
Amy Cook, Director of  
Development, at amy.cook@  
globalwellnessinstitute.org*

**VIP Lunch for GWI Ambassadors (Continued)**

**Participants (Continued):**

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

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

**Maria Grudina**, Ideologist and Founder, First Line Health Resort, Russia

**Stelian Iacob**, Senior VP & COO, Therme Group

**Anu Jain**, Vice President, Viome, United States

**Charla Jones**, CEO & Founder, eu2be, United States

**Gavin Kennedy**, Co-Founder & Researcher, Wholetone Wellness, United States

**Sheri Kennedy**, Founder & Lead Researcher, Wholetone Wellness, United States

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

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

**Bev Maloney-Fischback**, CEO & Founder, Wellness Media Company, United States

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

**Eunice Park, MD**, Founder & CEO, AIREM, United States

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

**Joaquin Serra**, Senior VP, Natura Bissé, Spain

**George Shapiro, MD**, CEO Fountain EDGE, Fountain Life - EDGE, United States

**Cristin Smith**, Founder & CEO, Saffron & Sage, United States

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

**Rick Stollmeyer**, Founder, Mindbody; CEO, Inspired Flight Technologies, United States

**Randeep Suneja, MD**, Founder & CEO, Cardiology Center of Houston, United States

**Seema Suneja**, Operations Director, Cardiology Center of Houston, United States

**Prof. Mary Tabacchi, PhD, RD**, Professor Emerita, Cornell University School of Hotel Administration, United States

**Sue Thirlwall**, CEO & Founder, Innovative Growth & Franchise Ventures, United States

**Dana Tomlin**, Founder, Flutterby, United States

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

**Barry van Doornewaard**, Founder, Fresh Bed, The Netherlands

**Livia Wang**, Chief Brand Officer, Access Corporate Group, Australia

**12:53 pm – 2:18 pm**

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## **Interactive Lunch | Table Topics**

### **TABLE TOPIC DISCUSSIONS (YOUR CHOICE)**

#### **Architecture**

*1. Wellness Architecture & Design Changes Humanity*

**Veronica Schreibeis Smith**, CEO & Founding Principal, Vera Iconica Architecture and Developments; Founding Chair, Wellness Architecture Initiative, Global Wellness Institute, United States

#### **Arts and Wellness**

*2. Cognitive Triggers That Provide Hospitality Guests with Deeper Experiences*

**Tal Danai**, Founder & CEO, ArtLink, United Kingdom

*3. Music & Wellbeing for Children*

**Freddie Moross**, Managing Director, Myndstream, United Kingdom

*4. The Future of Music & Wellbeing*

**Philip Moross**, CEO, Cutting Edge Group, United Kingdom

#### **Beauty**

*5. The Future of Beauty & Giving Back*

**Joaquin Serra**, VP, Natura Bissé, Spain

#### **Biohacking**

*6. Understanding Biohacking*

**Anna Bjurstam**, Wellness Pioneer, Six Senses; Partner, Raison d'Être; Strategic Advisor, Pegasus Capital Group, Sweden

#### **Business**

*7. Secrets to Chiva-Som's Resilience*

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

*8. Social Sauna as a Revenue Driver*

**Cassandra Cavanah**, Founder, Cavanah Communications, United States

*9. Changes in Hospitality & Residential Equipment Demand These Past Few Years*

**Mauro Nava**, Hospitality & Residential Global Sales Director, Technogym, Italy

**12:53 pm – 2:18 pm**  
King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## TABLE TOPIC DISCUSSIONS (CONTINUED)

### ESG (Environment, Social, Governance)

*10. Reimagining ESG with Wellness in Mind*  
**Mia Kyricos**, President & Chief Love Officer  
(CEO), Kyricos & Associates LLC, United States

### Finance

*11. Access to Capital: Even for the Unconventional*  
**Michael Saei**, President, First Financial Capital,  
United States

### First 1,000 Days

*12. First 1,000 Days: Promising Results*  
**Patricia Ladis**, Founder & CEO, WiseBody,  
United States

### Menopause

*13. Menopause Myths and Legend?*  
**Jennifer Young**, Founder, Beauty Despite  
Cancer, United Kingdom

### Hot Springs

*14. Hot Springs & Wellness Communities*  
**Charles Davidson**, Chairman, Peninsula Hot  
Springs, Australia

*15. The Long Tale of Hot Springs Wellness*  
**Mark Hennebry**, Chair, Ensana, United Kingdom

### Luxury Travel

*16. Luxury Travel, Hospitality and the Labor Shortage*  
**Mary Gostelow**, Columnist & Author, Gostelow  
Report, United Kingdom

### Marketing, PR, Branding

*17. Brand Building Advice for Health and Wellness Companies*  
**Jose Minski**, CEO & Co-Founder, WM Partners  
LP, United States

*18. What's Next for Global Wellness Day?*  
**Belgin Aksoy**, Creative Director, Richmond  
International, Turkey

**12:53 pm - 2:18 pm**

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## **TABLE TOPIC DISCUSSIONS (CONTINUED)**

### **Mental Health, Mental Wellness**

*19. Children's Mental Health: Strategies for Parents*

**Christine Clinton**, Co-Founder, Junior Genius Global, United States

*20. Mental Wellness in the Metaverse*

**Alina Hernandez**, Wellness Project Director, Cocun™ Wellness, Co-Chair GWI Mental Wellness Initiative, Germany

### **Medicine and Wellness**

*21. My View of the Future of Medicine & Wellness*

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

### **Movement**

*22. Medicinal Movement*

**Nisha Devi Rodrigo**, Founder & CEO, KALA Wellness, United States

### **Nutrition**

*23. How I Have Disrupted the Nutrition and Healthy Eating Sector*

**Ilan Samish, PhD**, Founder & CEO, Amai Proteins, Israel

*24. Disrupting Nutrition with Science*

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

### **Respiratory Wellness**

*25. Respiratory Wellness & Salt Therapy*

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

### **Spas**

*27. Spas: From Pampering to Prevention to Purpose*

**Sarah Camilleri**, Editorial Director & Owner, *European Spa Magazine*, United Kingdom

**12:53 pm - 2:18 pm**

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## **TABLE TOPIC DISCUSSIONS (CONTINUED)**

### **Trends**

*29. Newest Spa and Hospitality Trends*

**Jane Kitchen**, Contributing Editor, *Spa Business*, United Kingdom

### **Water**

*30. Water: Industry's Treasure and Challenge*

**Nicole Miller**, Director, Kohler Company, United States

### **Web3**

*31. Web3, Wellness & the Metaverse*

**Frank Pitsikalis**, VP, Strategy, Agilysys, Inc. II  
Founder & CEO, ResortSuite, Canada

### **Wellness Communities and Real Estate**

*32. Wellness Communities & Real Estate:  
Framework & Guidelines*

**Jean-Francois Garneau**, CEO, INITIAL Stratégie  
et Développement Sàrl, Switzerland

*33. Successful Marketing Strategies Selling  
Rancho La Puerta Residences*

**Roma Maxwell**, VP, Business Development,  
Rancho La Puerta, United States

### **Women in Leadership**

*34. Women in Leadership*

**Sara Jones**, Managing Director & Editor, *Spa & Wellness MexiCaribe*, Mexico

### **Wellness Tourism**

*35. Wellness Tourism as an Economic  
Development Goal*

**Hannah Messerli, PhD**, Economic Development  
Specialist, United States

*36. Wellness Tourism as a Catalyst for Travel  
Recovery*

**Cindy Hoddson**, Board of Director, Wellness  
Tourism Association, United States

*37. Cyprus: How the Government Views  
Wellness*

**Antigoni Kapodistria**, Tourism Officer A,  
Cyprus Deputy Ministry of Tourism, Cyprus

**12:53 pm - 2:18 pm**

King Solomon A, B, C  
Café Med, One Level  
Below Lobby

## TABLE TOPIC DISCUSSIONS (CONTINUED)

### Workplace Wellbeing

38. *As Leaders of Wellness Industries, are We Thriving?*

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

39. *Workplace Wellbeing: Major Impact Quickly*  
**Denise Bober**, Senior VP of Human Resources, The Breakers Palm Beach, United States

40. *Workplace Wellbeing: Key to Success*  
**John Toomey**, CEO, Wide Awake Wellness Pty Ltd, Australia

### Dying Well

41. *Dying Well: What We Have Learned*  
**Amy McDonald**, Founder & CEO, Under a Tree, United States

**12:53 pm - 2:18 pm**

Tech Innovation Pavilion  
Grand Ballroom A

## Tech Innovation Pavilion Open

**2:23 pm - 2:33 pm**

Plenary

### Global Wellness Award

*Debra Simon Award for Furthering Mental Wellness*

#### Presenting Sponsor:

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

*(On behalf of Debra Simon Family Foundation)*

#### Presenting Member of the GWS Board of Advisors:

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

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**2:36 pm – 3:06 pm**

Plenary

**From Start-up to Scale-up: A Lightning Round of Israeli Innovation****Moderated by Amir Alroy**, Co-Founder, Welltech Ventures, Israel**Panelists:****Amnon Bar-Lev**, Co-Founder and CEO at Alike Health, Israel**Avishai Ben-Tovim**, Co-Founder & CEO, MDI, Israel**Samuel Keret**, Co-Founder & CEO, Hedonia, Israel**Mila Orlovsky**, VP Research, Antidote Health, Israel**Ziv Peremen**, Co-Founder and CEO, Xtrodes, Israel**Shmul (Sam) Marko**, VP, Food, Amai Proteins, Israel**Racheli Vizman**, CEO & Co-Founder, SavorEat, Israel

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**3:11 pm – 3:29 pm**

Plenary

**Keynote***Integrating Workplace Wellness with Health Equity***Nicola Finley, MD**, Integrative Medicine & Board-Certified Internal Medicine Physician, United States**Denise Bober**, Senior VP, Human Resources, The Breakers Palm Beach, United States

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**3:34 pm – 3:39 pm**

Plenary

**Passion Story: My International Lineage and Family****Anu Jain**, Founder, Anu and Naveen Jain Women Safety XPrize; President, Anu Jain Family Foundation; Co-Founder, InfoSpace and Lavish Life, United States

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**3:44 pm – 4:24 pm****CHOICE OF FIVE PANEL DISCUSSIONS***(Reminder: All sessions are audio recorded for on-demand access after the Summit)*

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**3:44 pm – 4:24 pm**

Plenary

**Panel Discussion**

*Getting to the Root of Functional Medicine*

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

**Panelists:**

**Bill Kapp, MD**, CEO, Fountain Life, United States

**Patricia Ladis, PT, CBBA**, Founder, WiseBody PT; Author, *The Wise Woman's Guide to Your Healthiest Pregnancy & Birth*, United States

**Michael Roizen, MD**, Chief Wellness Officer Emeritus, Cleveland Clinic, United States

**Karina Stewart**, Founder & Chief Wellness Officer, Kamalaya Koh Samui, Thailand

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**3:44 pm – 4:24 pm**

Grand Ballroom C

**Panel Discussion**

*The Robust and Evolving Industry of Wellness Real Estate & Communities*

**Moderated by Veronica Schreibeis Smith**, CEO & Founding Principal, Vera Iconica Architecture and Developments; Founding Chair, Wellness Architecture Initiative, Global Wellness Institute, United States

**Panelists:**

**Ricky Burdett, CBE**, Director, LSE Cities, Professor of Urban Studies, London School of Economics and Political Science, United Kingdom

**John Fitzgerald**, CEO & Founder, JLF Corporation Pty Ltd, Australia

**Roma Maxwell**, VP, Business Development, Rancho La Puerta, Mexico

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

**Martin Nestepny**, Head of Smart Workplace Solutions, HB Reavis Group, United Kingdom

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**3:44 pm - 4:24 pm**

King Solomon A&B  
One Level Below Lobby

**Panel Discussion**

*Does Beauty Get the Respect it Deserves in the Wellness Industry: What Makes Beauty Relevant to a Wellness Business?*

**Moderated by Sarah Camilleri**, Editorial Director & Owner, *European Spa Magazine*, United Kingdom

**Panelists:**

**Anna Bjurstam**, Wellness Pioneer, Six Senses; Partner, Raison d'Être; Strategic Advisor, Pegasus Capital Group, Sweden

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

**Chunxia Gao**, Minor Hotel Group, Thailand

**Zarina Kanji**, TMall Business Development & Marketing, Alibaba Group, United Kingdom

**Jessica Smith**, Senior Strategic Futures Analyst, Beauty, Wellness & Luxury Markets, The Future Laboratory, United Kingdom

**3:44 pm - 4:24 pm**

King Solomon C,  
One Level Below Lobby

**Panel Discussion**

*"Wellness" as the Centerpiece of Travel & Tourism: Now and in the Future*

**Moderated by Vivienne Tang**, Founder & CEO, Destination Deluxe, Switzerland

**Panelists:**

**JoAnn Kurtz-Ahlers**, President, Hidden Doorways, United States

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

**Aldina Duarte Ramos**, Global Director of Well-Being, Accor, France

**Neil Jacobs**, CEO, Six Senses Hotels, Resorts, Spas, Singapore

**3:44 pm - 4:24 pm**

Pomegranate Room

**Q & A with GWI Research Team****Panelists:**

**Tonia Callender**, 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

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## ALL BACK TO PLENARY

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**4:29 pm - 4:49 pm**

Plenary

### **Reverse Pitch!**

*Turning the tables, investors will pitch YOU on what they are looking to invest in, and how much they invest. Deals have been done, so don't miss this!*

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

#### **Investors:**

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

**Nimrod Cohen**, Managing Partner, TAU Ventures, Tel Aviv University, Israel

**Shetall Siingh**, CEO, Family Office of Dr. M., Singapore, India, NY

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

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

**Alejandro Weinstein**, WM Partners, LP, United States

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**4:54 pm - 5:12 pm**

Plenary

### **Keynote**

*Spa & Wellness Under Threat*

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

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**5:14 pm - 5:19 pm**

Plenary

### **Five Takeaways in Five Minutes**

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

**Ömer İsvan**, President, Servotel, Turkey

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**5:22 pm - 5:42 pm**

Plenary

**Groundbreaking Performance**

*Palm Reading: It's Not What You Think*

Palm Reading, the talented musical duo of **Charlie Laubacher** and **Skooby Laposky**, will unveil a first-ever musical experience: capturing biodata from plants in both Israeli and Palestinian territories to create a seamless composition illustrating music and nature as healer.

**Moderated by Darren Blumenthal**, President, Myndstream, United Kingdom

**Participants:**

**Charles Laubacher**, Musician, United States

**Skooby Laposky**, Musician, United States

**7:00 pm - 8:00 pm**

Grand Ballroom Foyer

**Innovative Cocktail Reception:  
Tonics for Your Soul!**

Six custom cocktails designed for your enjoyment. Experience a little of the magic of aromatherapy...maybe save the "Sleep" cocktail for the end of the evening!

Cocktails: Focus, Sleep, Recharge, Relax, Breathe, Shield

***Sponsored by Sprig by Kohler***

**8:00 pm - 11:00 pm**

Grand Ballroom C

**Evening Event**

*Gala Dinner!*

Spend a fabulous evening, enjoying friends, dining, and dancing. We will hold a short live auction to benefit The Susie Ellis Scholarship for Equity in Wellness. Bring your appetite, your dancing shoes, and your generous spirit!

*Attire: Glamour!*



DAY  
**THREE**

**6:15 am - 6:45 am**

Meet at the front lobby entrance to the Hilton Hotel

**Sunrise Swim with a Start-up Founder!**

Join **Ben Enosh**, Co-Founder, Antidote Health, for a swim in the Mediterranean.

Wear a bathing suit, and bring goggles, a towel and a swim cap, something warm to wear after and drinking water. Ben will escort the group down to the beach and you'll swim together for thirty minutes. Then Ben will escort you back. A brisk beginning to a wonderful Summit day!

**6:30 am - 8:00 am**

Café Med, One Level Below Lobby

**Breakfast in Café Med**

For delegates staying at the Hilton Tel Aviv, enjoy the famous breakfast buffet of Israeli and international cuisine!

**8:30 am - 8:35 am**

Plenary

**Moving Art**

*Flower Power*

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

**8:40 am - 8:58 am**

Plenary

**Keynote**

*Is That a Robot or a Chef? Precision, Plant-Based Nutrition Delivered through Cutting-Edge Technology*

**Racheli Vizman**, Co-Founder & CEO, Savor Eat, Israel

**9:03 am - 9:13 am**

Plenary

**Research Reveal**

*Wellness Tourism Global Outlook: 2022 and Beyond*

As wellness has a significantly bigger influence on post-pandemic travel, this multi-research study explores the activities and behaviors defining wellness travel today and the forces shaping its future. The study combines research from travel intelligence firm Mabrian Technologies and Finn Partners' Global Travel Practice.

**Presented by Cathy Feliciano-Chon**, Founder & Managing Director, CatchOn - A Finn Partners Company, Hong Kong

9:18 am - 9:33 am

Plenary

### Keynote Conversation

*The Epigenetics of Wellness*

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

9:38 am - 10:08 am

Plenary

### Panel Discussion

*Does Faith Drive Business and Lead Inclusion?*

**Moderated by Jean Sung**, Head of Philanthropy Centre, Asia, J.P. Morgan Private Bank, Hong Kong

#### Panelists:

**Isaac (Yitz) Applbaum**, Chair, The Western Wall (Kotel), Israel

**Brian Grim, PhD**, Founding President, Religious Freedom & Business Foundation, United States

**Judith Richter, MD**, Founder & Chief Executive Officer, Medinol, Ltd.; Founder & Chairwoman, The NIR School of the Heart, Israel

10:13 am - 10:18 am

Plenary

### Shark Tank of Wellness Student Award Winners

*\$10,000 in Prize Money!*

#### Presenting Sharks:

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

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

**Aldina Duarte Ramos**, Global Director of Well-Being, Accor, France

**Frank Pitsikalis**, VP, Product Strategy, Hotels, Agilysys, Canada

10:23 am - 10:28 am

Plenary

### Award Presentation

*Call for Innovation: Wellness & the Metaverse*

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

**Noam Gabison**, Industry Manager for Digital Health, Meta, Israel

10:30 am - 11:00 am

Grand Ballroom A

### Networking Energy Break

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**11:05 am - 11:10 am**

Plenary

**Passion Story**

*Dying Well: A Love Story*

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

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**11:15 am - 11:33 am**

Plenary

**Keynote**

*Innovation Platforms for Wellness*

**Itay Zetelny**, Innovation, Global Incentives & Cleantech & Sustainability Groups Leader, Ernst & Young, Israel

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**11:38 am - 11:56 am**

Plenary

**Keynote Conversation**

*A Global Economist Looks at The Future: Triumphs & Challenges for the Wellness Economy*

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

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

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**12:01 pm - 12:19 pm**

Plenary

**Keynote**

*The Future of Public Spaces in Urban Settings*

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

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**12:24 pm - 12:32 pm**

Plenary

**Global Wellness Award**

*Leading Woman in Wellness*

**Presenting Sponsor:** *Servotel*

**Ömer İsvan**, President, Servotel, Turkey

**Presenting GWS Advisory Board Member:**

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

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**12:36 pm - 12:42 pm**

Plenary

**Global Wellness Award**

*Leader in Innovation*

**Presenting Sponsor:** *Natura Bissé*

**Joaquin Serra**, Senior VP, Natura Bissé, Spain

**Presenting GWS Advisory Board Member:**

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

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**12:44 pm – 12:52 pm**

Plenary

**Global Wellness Award**

*Leader in Sustainability*

**Presenting GWS Advisory Board Member:  
Hannah Messerli, PhD**, Economic Development  
Specialist, United States

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**12:52 pm – 1:42 pm**

King Solomon A, B, C  
Café Med, Below Lobby

**Relaxed Lunch**

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**1:45 pm – 1:50 pm**

Plenary

**World Premiere Short Film**

*In Pursuit of Wellness: The Art & Science of  
Living Well*

Building for Life: Ensuring mothers-to-be  
receive essential vitamins to support their  
children into the future.

**BBC StoryWorks & Global Wellness Institute**

*Presented by Bayer*

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**1:55 pm – 2:13 pm**

Plenary

**Keynote**

*Crowdsourcing Health and Wellness*

**Varda Shalev, MD**, Co-Founder & Chief Medical  
Officer, Alike.Health, Israel

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**2:18 pm – 2:36 pm**

Plenary

**Keynote Conversation and Presentation**

*Awash in Wellness: The Big Business of Thermal  
Parks*

Special presentation: World Bathing Day 2022

**Stelian Iacob**, Senior VP & COO, Therme Group  
**Tina Newman**, Director, Sales & Marketing,  
Castle Hot Springs, United States

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**2:41 pm – 2:59 pm**

Plenary

**Keynote**

*Health & Wellbeing in the Metaverse: Pure  
Futurism or the Game Changer for Longevity?*

**Noam Gabison**, Industry Manager for Digital  
Health, Meta, Israel

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**3:04 pm – 3:22 pm**

Plenary

**Keynote**

*Making Illness Irrelevant*

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

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**3:27 pm – 3:45 pm**

Plenary

**Keynote**

*A Groundbreaking Sustainability Project in the Middle East: Saving the Dead Sea*

Dead Sea Guardians is a multinational community of people who have decided to jointly act for the sake of the Dead Sea which currently is in existential danger. Through their activities, this group will ensure that the Sea and its surroundings will thrive and prosper for future generations. The group is made up of geopolitical strategists, scientists, entrepreneurs, activists, artists and more.

**Oded Rahav**, Business & Strategy, Dead Sea Guardians, Israel

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**3:47 pm – 3:52 pm**

Plenary

**Final Five Takeaways in Five Minutes**

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

**Ömer Isvan**, President, Servotel, Turkey

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**3:54 pm – 4:00 pm**

Plenary

**Honoring the Co-Chairs**

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

**Ömer Isvan**, President, Servotel, Turkey

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**4:02 pm – 4:05 pm**

Plenary

**Announcement of GWS 2023 Location!**

*Flag Tease!*

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

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

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**4:06 pm – 4:10 pm**

Plenary

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**Hearing from the 2023 Summit Hosts**

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**4:15 pm - 4:20 pm**

Plenary

**Special Surprise Presentation**

*Our Best Hope for the Future*

**Christine Clinton**, Founder, Christine Clinton Cancer Care; Chair, Wellness for Children Initiative, Global Wellness Summit, United States

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

**The Arab-Jewish Community Center**, Jaffa, Israel

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**4:25 pm**

Plenary

**Champagne Toast**

*Raising a glass with board members, the Global Wellness Summit team and all 2022 GWS delegates!*

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## NOTES

A series of 25 horizontal dotted lines for writing notes.



POST-  
**SUMMIT**

FRIDAY, NOVEMBER 4, 2022

POST-SUMMIT ACTIVITIES

**9:00 am - 12:00 pm**

**Host a Future Summit**

Opportunity to speak with **Nancy Davis**, Chief Creative Officer & Executive Director, GWS, regarding what's involved in hosting a future Summit. Please email **Michelle Gamble**, VP, Global Business Development, GWS at [michelle.gamble@globalwellnesssummit.com](mailto:michelle.gamble@globalwellnesssummit.com) to request a time to meet with Nancy on Friday morning.

## 2022 PRESS DELEGATES & OTHER ATTENDING MEDIA

**Kris Abbey**, Managing Director, *Spa & Wellness*, Australia

**Sarah Camilleri**, Editorial Director & Publisher, *European Spa Magazine*, United Kingdom

**Judy Chapman**, Wellness Writer, *VENU*, Australia

**Olivia Clutterbuck Houghton**, Deputy Create Foresight Editor, LS:N Global, United Kingdom

**Deborah Danan**, Correspondent, Times of Israel, Israel

**Hillel Fuld**, CEO, Hillefuld.com, Israel

**Buzzy Gordon**, Travel and Lifestyle Writer, Ynetnews.com, Israel

**Mary Gostelow**, President, Almont Global, United Kingdom

**Caroline Haiat**, Journalist, i24news, Israel

**Matan Havilio**, Editor, Keshet Media Group, Israel

**Olivia Houghton**, Deputy Creative Foresight Editor, The Future Laboratory, United Kingdom

**Sara Jones**, Managing Director & Editor, *Spa & Wellness MexiCaribe*, Mexico

**Jane Kitchen**, Contributing Editor, *Spa Business*, United Kingdom

**Beverly Maloney-Fischback**, CEO & Founder Wellness Media Company, Organic Spa Media, United States

**Sarah Miller**, Founder & CEO, Sarah Miller & Partners, United Kingdom

**Laura Powell**, Wellness Correspondent, Daily Suitcase, United States

**Astrid Ros**, Publisher, Spa Business, Leisure Media, United Kingdom

**Varsha Singh**, Editorial Director, *India Outbound*, India

**Jessica Smith**, Wellness & Beauty Freelancer, Rennie Creative, United Kingdom

**Lisa Starr**, Principal, Wynne Business, United States

**Vivienne Tang**, Founder & CEO, *Destination Deluxe*, Switzerland

## GW I INITIATIVE CHAIRS & CO-CHAIRS

### *Aesthetic Health Initiative*

**Alison O’Neil**, President & Founder, Beauty Becomes You Foundation, United States

### *Africa Wellness Initiative*

**Lina Njoro**, CEO, Nutrition Consultant & Wellness Expert, Total Lifestyle Change Nutrition & Wellness Centre, Kenya

**Elaine Okeke Martin**, President, Spa & Wellness Association of Africa, Mauritius

**Joel Birkemeier**, Founder, Global Wellness Mission; Senior Clinical Trial Project Manager, United States & Ghana

### *Beyond GDP, Regenerative Hospitality & Wellness Initiative*

**Daive Bollati**, Founder & Chairman, Davines, Italy

**Alla Sukolova**, Founder & CEO, Inbalans, Sweden

### *Breathe Initiative*

**Sandy Abrams**, Founder, TheCEOm.com, United States

**Rekha Chaudhari, MD**, Village Housewife to Global Business Leader, India

**Peter M. Litchfield, PhD**, President, Professional School of Behavioral Health Sciences, United States

### *Clean Water Initiative*

**Abhishek Jain, MD**, VP, International Operations, Arch Amenities Group, India

**Padma Venkat, PhD**, Dean, School of Public Health, SRM Institute of Science & Technology, India

### *Consulting Best Practices Initiative*

**Lisa Starr**, Principal, Wynne Business, United States

**Wilfried Dreckmann**, Founding Director of Spa Project, Germany

### *Cryotherapy Initiative*

**Rainer Bolsinger**, CSO & CMO, Art of Cryo, Germany

### *Digital Wellness Initiative*

**Joshua Luckow**, Founder & CEO, SolaVieve, Germany

**Nicole Huber**, City Director, Heidelberg, Germany

### *Diversity, Equity & Inclusion Initiative*

**Christina Yap**, Diversity, Inclusion & Wellbeing Leader, Switzerland

**Larry Ward, PhD**, Director, Lotus Institute; Author & Speaker, United States

### *Dying Well Initiative*

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

**Diane Doster**, Founder & CRO, Project Relevance, United States

### *Exploring Salt & Halotherapy Initiative*

**Steve Spiro**, Founder & CEO, Global Halotherapy Solutions, United States

**Ann Brown**, Founder & CEO, Saltability, United States

### *First 1000 Days Initiative*

**Patricia Ladis**, Founder, WiseBody PT & Co-Founder First 1000 Days of Wellness, United States

**Alina Hernandez**, Wellness Project Director, Cocun™ Wellness, Germany

### *Hormonal Wellness Initiative*

**Jennifer Young**, Founder, Jennifer Young & Beauty Despite Cancer, United Kingdom

**Marc Kohoot**, CEO, Areoscena LLC, United States

*Hot Springs Initiative*

**Charles Davidson**, Co-Founder, Chairman & Creative Director, Peninsula Hot Springs, Australia

**Mark Hennebry**, Chairman, Ensana, United Kingdom

*Hydrothermal Initiative*

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

**Cassandra Cavanah**, Founder, Cavanah Communications, United States

*Living Well from Within Initiative*

**Wendy Bosalavage**, President & CRO, LIVunLtd, United States

**Sallie Fraenkel**, President, Mind Body Spirit Network, United States

*Massage Makes Me Happy Initiative*

**Lynda Solien-Wolfe**, President, Solwolfe Resource Group, Inc., United States

**Heather Zdan**, Executive VP, Marketing, Scrip, United States

*Mental Wellness Initiative*

**Gerry Bodeker, PhD**, Green Templeton College, University of Oxford; Department of Epidemiology, Columbia University, New York, Public Health Academic & Clinical Psychologist, United Kingdom, United States & Malaysia

**Alina Hernandez**, Wellness Project Director, Cocun™ Wellness, Germany

*Nutrition for Healing Initiative*

**Joy Menzies**, Managing Director, DSM Wellness Management, Thailand

**Cyndie Burkhardt**, Health Coach & Wellness Consultant, Appetite4Life, Croatia

*Psychedelics & Healing Initiative*

**Rick Doblin, PhD**, Multidisciplinary Association for Psychedelic Studies (MAPS), United States

**Mary-Elizabeth Gifford**, EVP, Psyence, United States

**Dingle Spence, MD, BSc., MBBS, DMRT, Dip. Pall Med, FRCR**, Consultant in Oncology and Palliative Medicine, Jamaica

*Respiratory Wellness Initiative*

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

**John Ryan, PhD, MD**, Chief Strategy Officer, Allergy Standards Ltd, Ireland

*Sleep Initiative*

**Allison Howard**, Founder & CEO, Nollapelli, United States

**Francisco Levine**, Chief Business Officer, Bryte Labs, United States

*Social Impact Initiative*

**Wendy Bosalavage**, President & CRO, LIVunLtd, United States

**Sallie Fraenkel**, President, Mind Body Spirit Network, United States

**Brian Brazeau**, General Manager, Comfort Zone, Italy

*Sound Wellness Initiative*

**Suzannah Long, CEO**, So Sound Solutions, United States

**Elizabeth Riley, PhD**, Research Psychologist, Music & Mindfulness Expert, United States

*Supporting UN 17 SDG's Initiative*

**Lucy Brialey**, Co-Founder & Director, The Sustainable Spa Association, United Kingdom

**Sarah Watterson**, Spa & Wellness Consultant Resense Spas, United Kingdom



### *Web3 Initiative*

**Mia Kyricos**, President & Chief Love Officer (CEO), Kyricos & Associates LLC, United States

**Frank Pitsikalis**, VP, Strategy, Agilysys, Inc. II Founder & CEO, ResortSuite, Canada

### *Wellness Architecture & Design Initiative*

**Lahra Tatriele**, Vision Director & Wellness Strategist, Alchemy Concepts, Co-Founder, Fivements, Italy & Hong Kong

**Sherry Fong**, Operations Director for Senior Living, Residential Care Homes and Wellness, Wellness & Horticultor Strategist – Property & Project Development, Hotels, Hong Kong

### *Wellness Coaching Initiative*

**Susan O'Connor**, CEO, Healthcare & Wellness, United States

**Ellen Kocher**, Founder Wealthness, Switzerland

### *Wellness Communities & Real Estate Initiative*

**Helen Foster**, Principal, Foster Strategy, LLC, United States

**Teri Slavik-Tsuyuki**, Principal, tst ink. LLC, United States

### *Wellness for Cancer Initiative*

**Julie Bach**, Executive Director, Wellness for Cancer, United States

**Lisa Corbin, MD**, Executive Health Services, University of Colorado Hospital, United States

### *Wellness for Children Initiative*

**Christine Clinton**, President, International Spa & Salon Services, United States

**Stephanie Rest**, Founder, Caribbean Wellness & Education, United States

**Deborah Wilson**, Co-Owner, Natural Repellents, LLC, United States

### *Wellness Tourism Initiative*

**Katherine Droga**, Founder, Droga & Co, Australia

**Lindsey Madden-Nadeau**, Founder, Meraki Bespoke Wellness Strategies, France

### *Women in Leadership Initiative*

**Julie Keller Callaghan**, Co-Founder, Well Defined, United States

**Sara Jones**, Managing Director, *Spa & Wellness MexiCaribe*, Mexico

### *Workplace Wellbeing Initiative*

**John Toomey**, CEO, Wide Awake Wellness Pty Ltd, Australia

**Danielle Posa**, Workplace Wellbeing Advisor, United States

### *Yoga Therapy Initiative*

**Bija Bennett**, Author, Chief Wellness Officer, YubiHealth, Inc., United States

**Felicia Tomasko**, President, Bliss Network LLC, United States

**Christina Yap**, Diversity, Inclusion & Wellbeing Leader, Switzerland