

2025 AGENDA

All plenary sessions are recorded for on-demand access for delegates. Please refer to the Summit app for updates and to network with other delegates.

PRE-SUMMIT ACTIVITIES

SUNDAY, NOVEMBER 16, 2025

3:30 – 8:30PM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai

Sanctum Desert Hike: Sunset Edition

Step into the stillness of the desert and the transformative energy of Sanctum in this exclusive pre-immersion for delegates. Set in the Dubai Desert Conservation Reserve at Al Maha, A Luxury Collection Resort, this mindful hike blends nature's rhythms with Sanctum's cathartic, music-driven ritual of movement and reconnection. The journey ends with a private sundown gathering hosted by Al Maha, inviting reflection, connection and a soulful start to the days ahead.

Must be pre-registered to participate.

PRE-SUMMIT ACTIVITIES

MONDAY, NOVEMBER 17, 2025

8:30AM - 5:00PM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai

VIP Wellness in Dubai Day Tour: Downtown & Jumeirah

Join **Kathryn Moore**, Founder & CEO of Spa Connectors, for a full-day guided tour through some of Dubai's most innovative wellness destinations. With nearly 20 years of global experience in wellness and hospitality, Kathryn brings expert insight as delegates explore cutting-edge concepts in longevity, fitness, and holistic health. Stops include SIRO and Longevity Hub by Clinique La Prairie at One Zabeel, Paus Club, Next Health, Dior Spa at The Lana, Dorchester Collection, and ends with a sunset experience in the desert at Bab Al Shams by Kerzner.

Must be pre-registered to participate.

9:00AM - 1:00 PM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai

VIP Discover Dubai Morning Tour

Start your day with a guided journey through Dubai's iconic landmarks and hidden gems, from the awe-inspiring Burj Khalifa to the historic Al Fahidi District. Cruise across Dubai Creek on a traditional Abra and explore the lively Spice and Gold Souks, immersing yourself in the city's rich cultural heritage. This experience blends modern marvels with old-world charm, leaving you with a deeper appreciation of Dubai's extraordinary evolution before returning to your hotel.

Must be pre-registered to participate.

PRE-SUMMIT ACTIVITIES

TUESDAY, NOVEMBER 18, 2025

8:30AM - 12:00PM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai

VIP Discover Dubai Morning Tour

Start your day with a guided journey through Dubai's iconic landmarks and hidden gems, from the awe-inspiring Burj Khalifa to the historic Al Fahidi District. Cruise across Dubai Creek on a traditional Abra and explore the lively Spice and Gold Souks, immersing yourself in the city's rich cultural heritage. This experience blends modern marvels with old-world charm, leaving you with a deeper appreciation of Dubai's extraordinary evolution before returning to your hotel.

Must be pre-registered to participate.

12:30 - 6:00PM

Oriental Ballroom Foyer, 1st Floor

Registration Desk and Check-In Open

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

Ensure you download and install the Summit app to maximize your Summit experience.

1:00 - 4:45PM

Skyline Meeting Room, 2nd Floor

KNOWLEDGE WORKSHOPS

Introduced by

Anita Mendiratta, Founder & CEO, Anita Mendiratta & Associates, United Kingdom

1:00 - 1:45PM

Skyline Meeting Room, 2nd Floor

Knowledge Workshop

The Global Wellness Institute: Empowering Wellness Worldwide

Learn how you and your business can benefit from the resources of the nonprofit Global Wellness Institute (GWI). Celebrating its tenth year, GWI continues to meet its mission of Empowering Wellness Worldwide through its robust pillars: Research, Initiatives, Wellness Evidence, Geography of Wellness, Wellness Moonshot: A World Free of Preventable Disease, Ambassadorships, BBC StoryWorks.

1:00 – 1:45PM

Continued

Hosted by

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

Participants

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

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

Heidi Moon, VP of Marketing & Communications, Global Wellness Institute, United States

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

Global Wellness Institute Board of Advisors

Alexia Brue, Founder & CEO, The Practice: Habits for Healthspan, United States

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

Michelle Floh, Managing Partner, Castlefield Consulting, United States

Aradhana Khowala, PhD, CEO & Founder, Aptamind Partners; Board Member, Patrizia SE, United Kingdom

Victor Koo, Chairman, Heyi Holdings; Co-Founder, Tianren Culture, Hong Kong

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

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

Freddie Moross, Founder & CEO, Myndstream, United Kingdom

Laurie Racine, President, Racine Strategy, United States

Michael Roizen, MD, Chief Visionary, Great Age Reboot; First Chief Wellness Officer, Cleveland Clinic, United States

1:00 – 1:45PM*Continued***GWI Board of Advisors (continued)**

Jean Sung, Philanthropy & Impact Advisor, J.P. Morgan Private Bank, Hong Kong SAR, China

Emeritus GWI Board of Advisors

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

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

GWI Research Team

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

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

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

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

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

2:00 - 2:45PM

Skyline Meeting Room,
2nd Floor

Knowledge Workshop***CoreX: The Bio-Intelligence Engine Powering Precision Wellness*****Presented by**

Isaac Bentwich, Founder & CEO, CoreX, United Arab Emirates

Longevity begins where AI meets living biology—revealing how diverse populations respond to interventions. Built in Abu Dhabi, CoreX is the first bio-intelligence engine fusing AI with living biology to map how the body reacts in real time.

Inside CoreX, bio-avatars—beating hearts, metabolizing livers, and immune organoids that mimic response—are teaching AI to read not from literature but from cells and organs: a new language even we don't yet speak.

Delegates will explore how this science can inform the next generation of wellness innovation—from data-driven personalization to biologically verified therapies—and what “population precision” means for the longevity movement.

3:00 - 3:45PM

Skyline Meeting Room,
2nd Floor

Knowledge Workshop***NADclinic Group: Diagnostics, Data and Science-Backed Wellness Interventions***

In this interactive panel discussion, leading innovators in longevity and performance medicine will explore how cutting-edge diagnostics, data interpretation, and evidence-based therapies are reshaping the future of personalized wellness.

Moderated by

Romina Papalambrou, Chief Commercial Officer, NADclinic Group, United Kingdom

Panelists

Iain De Havilland, CEO, NADclinic Group, United Kingdom

Michael Harkness, MBChB, Head Doctor, NADclinic Group, United Kingdom

3:00 – 3:45PM

Continued

Panelists (continued)**Sat Randhawa**, CEO, ONE HYPE & BrainX360, United Kingdom**Apostolos Atsalakis**, CEO, PNOE, United States**4:00 – 4:45PM**Skyline Meeting Room,
2nd Floor**Knowledge Workshop*****Prestige Wellness Group – What Makes a Thermal Area Work: Lessons From a Decade Inside the Steam***

In this dynamic and humorous session, **Federico Checo** draws on over a decade of experience creating and troubleshooting thermal areas to reveal what truly makes them work. Starting with a playful exercise imagining “the worst thermal area ever,” participants explore the most common design and functional mistakes—from poor flow and noisy equipment to sensory imbalance. Federico then guides the group through his proven framework: Space, Sensory Experience, Circulation, and Maintenance—the four pillars of lasting wellness design. Attendees will collaborate in a hands-on planning exercise, transforming theory into spatial solutions. The session blends storytelling, technical insight, and laughter to deliver practical wisdom for anyone shaping the future of wellness spaces.

5:00 – 5:45PMSkyline Meeting Room,
2nd Floor**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 and each other.

Hosted by**Nancy Davis**, Chief Creative Officer & Executive Director, Global Wellness Summit, United States**Participants****Susie Ellis**, Chair & CEO, Global Wellness Summit, United States**Jessi Brandt**, Director of Programs & Operations, Global Wellness Summit, United States

5:00 - 5:45PM*Continued***Participants (continued)**

Aryn Chapman, Event Producer, Global Wellness Summit, United States

Michelle Gamble, SVP, Global Business Development, Global Wellness Summit, United States

Heidi Moon, VP of Marketing and Communications, Global Wellness Summit, United States

Global Wellness Summit Advisory Board

Amir Alroy, Co-Founder, Welltech Ventures, Israel

Anna Bjurstam, Wellness Pioneer, Six Senses, Sweden

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

Tony de Leede, Founder, Gwinganna Lifestyle Retreat, Australia

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

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

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

Maggie Hsu, Partner, Andreessen Horowitz, United States

Ömer Isvan, President, Servotel Corporation, United Kingdom

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

Hannah Messerli, PhD, Tourism & Economics Specialist, World Bank (retired), United States

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

Yoriko Soma, CEO, Conceptasia Inc., Japan

Emeritus GWS Advisory Board Member

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

6:00 – 6:45PM

Noia Restaurant and
Pool Deck, 11th Floor

**Private VIP Cocktail Reception for Sponsors,
GWI Ambassadors, Susie Ellis Scholarship
Recipients, Strategic Partners, Geography of
Wellness Country Partners and Media**

Hosted by the GWS and GWI Advisory Boards

7:00 – 9:00PM

2nd Floor Foyer

Opening Reception

Welcome to Dubai!

9:15 – 10:00PM**AFTER DINNER CONVERSATIONS****THREE OPTIONS**

Vista, 2nd Floor

Longevity and Technology**Conversation Leader**

Sarah Miller, Co-Founder, President & COO, CoreX,
United Arab Emirates

Isaac Bentwich, Founder & CEO, CoreX, United
Arab Emirates

Guy Leitersdorf, Founder & CEO, Longevity AI, Israel

Phil Newman, Founder & CEO, Longevity.Technology,
United Kingdom

Legacy 1, 2nd Floor

Trends in Wellness**Conversation Leader**

Jane Kitchen, Media & Trends Analyst, Global
Wellness Summit, United Kingdom

Olivia Houghton, Insights & Engagement Director,
The Future Laboratory, United Kingdom

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

Legacy 2, 2nd Floor

Hospitality Brand Leaders: What Can We Accomplish Together That We Can't Alone

Conversation Leader

TJ Abrams, Vice President, Global Wellbeing, Hyatt, United States

Amanda Al-Masri, Vice President, Global Head of Wellness, Hilton, United States

Don Genders, Founder & CEO, Design for Leisure, United Kingdom

Suzanne Holbrook, Global Head Spa, Fitness & Wellness, Marriott International, United States

DAY 1

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WEDNESDAY, NOVEMBER 19, 2025

6:30 – 7:15AM

Meet on the pool deck at the Mandarin Oriental Downtown, Dubai

Sanctum Signature Sequence: Sunrise Edition

Join **Luuk Melisse**, founder of Sanctum, to experience a sunrise mind-body-soul reset overlooking Dubai’s iconic skyline at first light. Sanctum is a transformative movement experience that blends the best of Eastern wisdom and modern fitness, including HIIT, Kundalini yoga, positive psychology, mind conditioning and martial arts, all woven into a unique Sanctum experience.

*Attire: Comfortable workout clothes
Must be pre-registered to participate.*

THE 19TH ANNUAL GWS PLENARY SESSIONS BEGIN

8:30 – 8:45AM

Oriental Ballroom

The World in a Drop of Water, a Drop of Water in the World

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

8:46 – 8:56AM

Oriental Ballroom

Welcome, and the Lens of Creativity

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

8:59 – 9:14AM

Oriental Ballroom

Longevity Through a Wellness Lens

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

9:18 – 9:33AM

Oriental Ballroom

Medicine, Wellness and the Future of Longevity

Michael Roizen, MD, Chief Visionary, Great Age Reboot; First Chief Wellness Officer, Cleveland Clinic, United States

9:37 – 9:57AM

Oriental Ballroom

The United Arab Emirates’ Longevity Ambitions

Nicole Sirotin, MD, DipABLM, FAC, CEO, Institute for Healthier Living Abu Dhabi, United Arab Emirates

10:01 – 10:21AM

Oriental Ballroom

The Wellness Real Estate Boom in the United Arab Emirates, the GCC and the World!

Jonathan Emery, CEO, Aldar Development, United Arab Emirates

Joanna Frank, CEO, Fitwel, United States

10:25 – 10:55AM

Foyer and Ballroom
Pre-Function 1 & 2

Networking Energy Break | Innovation Lab

10:55 – 11:00AM

Oriental Ballroom

A Body Scan Meditation

The human body is an electromagnetic field with extraordinary capabilities—the most advanced technology we all possess. Breathing is essential and often forgotten, and by simply paying attention to it for a few minutes, we can discover its power to scan and recharge our body with energy.

Led by

Heidi Garcia, Marketing Director, Palmäia - The House of Aia, Mexico

11:03 – 11:23AM

Oriental Ballroom

The 2025 Global Wellness Economy Monitor

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

11:27 – 11:42AM

Oriental Ballroom

The Latest in Hospitality Development and Investing: Do Wellness & Longevity Play a Role?

Ömer İsvan, President, Servotel; 2025 GWS Co-Chair, United Kingdom

11:46AM – 12:31PM

Oriental Ballroom

The Convergence of Longevity, Luxury and Hospitality: The Next Vision

Sam Nazarian, Founder & CEO, sbe Entertainment, United States

Shawn Buchheit, President, Fountain Life, United States

12:35 – 12:55PM

Oriental Ballroom

Longevity Fueled by Technology

Phil Newman, Founder and CEO, Longevity. Technology, United States

THREE CONCURRENT OPTIONS

1:00 – 2:30PM

Foyer and Ballroom
Pre-Function 1 & 2

Innovation Lab Open

1:00 – 1:30PM

Oriental Ballroom

Press Conference for Media Only

1:00 – 2:30PM

Please reference
Table Topic handout
at Summit for table
location

Interactive Lunch | Table Topics | “Ask the Experts”

Aging Well

1. Three Trends on the Horizon in Senior Living

Mary Leary, CEO & President, Mather, United States

2. Aging Well and Healthspan

William Wesley Myers, AVP Wellness Strategy,
Mather, United States

AI

3. Bio-AI in Action: Longevity, Drug Safety & Healthcare

Isaac Bentwich, MD, Founder & CEO, CoreX, United
Arab Emirates

4. How Wellness & Hospitality Businesses Can Use
AI Today

Frank Pitsikalis, SVP, Product Strategy, Agilysys,
Canada

Architecture & Design

5. The Secret Sauce to Award Winning
Wellness Design

Patrizia Bortolin, Co-Founder, Glowing Flow
Wellness Specialists, United Arab Emirates

6. Sustainable Architecture for the Workplace

Christine Bruckner, PhD, Director, M Moser
Associates, Hong Kong SAR, China

7. Creating Award-Winning Architectural
Masterpieces While Honoring Host Cities

Valeria Cinar, Chief Business Development Officer,
R.Evolution, United Arab Emirates

1:00 – 2:30PM

Continued

8. *Taking the Long View in Development Investments*

Veronica Schreibeis Smith, Founder & CEO, Vera Iconica, United States

Beauty

9. *The Lyma Story: Scientific Breakthrough*

Lucy Goff, Founder, LYMA, United States

10. *How Phytomer Views the Future of Longevity*

Tristan Lagarde, General Manager, PHYTOMER, France

11. *The Term Longevity in the Beauty Industry: Is It Replacing Anti-aging?*

Joaquin Serra, SVP & CBDO, Natura Bissé International SA, Spain

Biohacking

12. *The Future of Biohacking*

Dave Asprey, Founder & CEO, Upgrade Labs, Founder, The Asprey Group, United States

Blue Zones

13. *Blue Zones: Past, Present & Future*

Shelly Trumbo, EVP & COO, Blue Zones, United States

Brand Story

14. *Lanserhof's Story & Vision Regarding Longevity*

Elke Benedetto-Reisch, MD, Medical Director, Marienstein Privatklinik GbmH, Germany

15. *Terme & SPA Italia Group: History & Future*

Olimpia Caputi, Sales Manager, Terme & SPA Italia S.r.l., Italy

16. *The Chenot Story and Future Plans*

George Gaitanos, PhD, Chief Operating & Scientific Officer, Chenot, Switzerland

Brand Strategy

17. *My Top Three Brand Strategy Secrets for Success*

Isabel Coscia, Chief Marketing Officer, Fountain Life, United States

1:00 – 2:30PM

Continued

Business

18. Transaction Advice

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

19. Advantages of Being a B Corporation

Davide Bollati, Chairman, Davines, Italy

20. Creating Successful Partnerships

Joe Cannon, SVP of Business Development, Hyperice, United States

21. How to Select a Spa Consultant or Company

Anna-Cari Gund, Managing Director, Raison d'Etre, Sweden

22. The Amway Story and Its Focus on Preventive Care and Wellness

Asha Gupta, COO, Amway, Singapore

23. Advice for Fellow Entrepreneurs

Sam Nazarian, Chairman & CEO, sbe Entertainment, United States

Chief Wellness Officer

24. My Role as Chief Wellness Officer at First Abu Dhabi Bank

Diego Carrete, Chief Wellness Officer, First Abu Dhabi Bank, United Arab Emirates

Development

25. The Therma Story & Future Plans

Robert C. Hanea, Founder, Chairman & CEO, Therme Group, Austria

26. Why Urban Wellbeing Is Our Focus

Stelian Iacob, Senior Vice President & COO, Therme Group, Romania

27. Why Longevity Might Not Be the Right Fit for Your Hotel or Resort

Ömer Işvan, President, Servotel, United Kingdom

1:00 – 2:30PM

Continued

DAY 1 (Wednesday)

Hospitality

28. Hilton's 24 Brands: Crafting a Unique Wellness Identity for Each

Amanda Al-Masri, Vice President, Global Head of Wellness, Hilton, United States

29. Hospitality Vibes Explained

Meng-Mei (Maggie) Chen, PhD, Associate Professor of Marketing, EHL; Author, Hospitality Vibes, Switzerland

30. Overseeing 650 Spas: My Management Best Practices

Susanne Holbrook, Global Head, Spa, Fitness & Wellness, Marriott International, United States

31. Mandarin Oriental's History of Employee Wellness

Andrea Lomas-Gong, Vice President Spa & Wellness, Mandarin Oriental, Hong Kong SAR, China

32. Kerzner International's Strategic Vision for Health & Wellness

Philippe Zuber, CEO, Kerzner International Management, United Arab Emirates

Investment

33. Successful Investments for Welltech Ventures & My Outlook

Amir Alroy, Co-Founder, Welltech Ventures, Israel

34. Investment in Longevity: The Current Global Picture

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

35. Recent Investment News and the Future for Lanserhof

Eva-Maria Hasenauer, Chief Commercial Officer, Lanserhof Group, Germany

Longevity

36. Introducing the International Institute of Longevity

Joanna Bensch, Founder & CEO, Longevity Center Europe & International Institute of Longevity, Poland

1:00 – 2:30PM

Continued

37. Fountain Life's Future Plans

Shawn Buchheit, President & COO, Fountain Life, United States

38. Understanding NAD

Iain De Havilland, CEO, NADclinic Group, United Kingdom

39. The Direction of Longevity in EMEA

Julia Agnes Diakova, MSc, CEO, Julia International Business Solutions LLC, United Arab Emirates

40. Longevity: What Can We Learn from Greek History?

Marina Efraimoglou, Owner & Founder, Euphoria Retreat, Greece

41. What If I Am Not Interested in a Really Long Life?

Katrine Formby, Vice President, Sable Investments, United States

42. How to Create Huge Value in the Longevity Business

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

43. All About Longevity

Phil Newman, Founder & CEO, Longevity.Technology, United Kingdom

44. The Pros and Cons of Longevity Businesses

Kenneth R. Pelletier, MD, PhD, Author, Clinical Professor of Medicine, University of California School of Medicine - San Francisco, United States

Luxury

45. Expectations in Ultra-Luxury Wellness Hospitality

Özgür Cengiz, Tourism Group Global Wellness Development Director, JOALI (Gürok Group), Turkey

46. Key Traits of the Luxury Consumer Today

Christian Mas, Owner, Sothys Paris, France

1:00 – 2:30PM

Continued

47. The Luxury Market's Reaction to Evidence-Based Programming

Alexandra Walterspiel, President & CEO, Sensei, United States

Marketing

48. Global Wellness Day Future Plans

Belgin Aksoy, Creative Director, Richmond Nua Wellness & Spa, Turkey

49. Creating Brand Identities that Resonate Emotionally

Camille Delorean, Founder, Camille Delorean New York, France & United States

50. Keys to Blue Lagoon's Marketing Success

Sigurdur Thorsteinsson, Head of Business Development, Brand & Design, Blue Lagoon, Iceland

Medical

51. Globalization of GLP-1 Drugs & Democratization

Richard Carmona, MD, Chief of Health Innovations, Canyon Ranch, United States

52. How Medical and Wellness Work Best Together

Mian Cui, Director, Leczcure Medical Group, China

53. Hormonal Wellness Trends

Nicola Finley, MD, Physician, Dr. Nicola PLLC, United States

54. A Cancer Doctor's Success Formula: Traditional Medicine with Lifestyle Interventions

Dawn Mussallem, DO, Integrative Oncologist, Mayo Clinic, United States

55. Business Success with a Medical Center that has 100+ Doctors

Federico Riparbelli, General Manager, Galileo Medical Center, Italy

1:00 – 2:30PM

Continued

56. The Future of Longevity Medicine

Michael Roizen, MD, Chief Visionary, Great Age Reboot; First Chief Wellness Officer, Cleveland Clinic, United States

Middle East

57. Saudi Wellness 2000 - 2025

Mohammed Albattal, MD, CEO, Kadoon Company, Saudi Arabia

58. What's Happening in Bahrain with Hospitality, Real Estate and Entertainment

Amal Almurbati, CEO, Lifestyle Enterprises, Bahrain

Neuroaesthetics

59. What is Neuroaesthetics?

Anjan Chatterjee, MD, Professor, University of Pennsylvania, United States

Personal Story: Ultra-Endurance Athletes

60. I'm an Addict Who Runs

Charlie Engle, Global Ultra-endurance Athlete; Founder, 5.8 Global Adventure Series, United States

61. Creating Spartan Race and Competing in Ultra Events & Ironman

Joe DeSena, Founder & CEO, Spartan, United States

Russia

62. Longevity in Russia

Maria Grudina, Ideologist & Founder, First Line Health Care Resort, Russian Federation

Science-Based Contrast Therapy

63. The Science of Contrast Therapy & Metabolic Health

Susanna Søberg, PhD, Founder, Søberg Institute, Denmark

Scientific Wellness

64. Scientific Wellness: The Way Forward

Jiri Dvorak, MD, PhD, Professor of Neurology, Schulthess Clinic Zurich and BDMS Wellness Clinic; Former Chief Medical Officer, FIFA, Switzerland

1:00 – 2:30PM

Continued

65. The Future of Scientific Wellness

Leroy Hood, MD, PhD, Author, *The Age of Scientific Wellness*; Co-Founder, Institute for Systems Biology, United States

Singapore

66. Singapore Is a Global Standout for Wellness and Longevity. Why?

Candace Lim, Deputy Director, Singapore Tourism Board, Singapore

Sleep

67. Sleep and Obesity

Amulya Murthy Aku, MD, PhD Scholar, National Institute of Ayurveda, India

Social Wellness Clubs

68. Why We Became Known as the Swankiest Health Club & Spa

Charles Bourne, Founder, Eden One, Ireland

Sports

69. Sports as an Opportunity for Preventive Health

Vinay Menon, PhD, Head of Sports and Wellness, Burjeel Holdings, United Arab Emirates

Sustainability

70. Raising a Company's Sustainability Profile

Salwa Al Maflahi, Executive Director - Sustainability and Community Outreach, Aldar Properties, United Arab Emirates

Touchless Technology

71. Innovations in Touchless Technology

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

Travel & Tourism

72. Why Italy Is a Strong Player in Medical Wellness and Longevity Tourism

Raffaella Di Sipio, Managing Director, Italcares, Italy

1:00 – 2:30PM

Continued

73. How We Will Travel in 2030

Jeremy Jauncey, Founder & CEO, Beautiful Destinations, United Arab Emirates

74. Global Examples of Successful Tourism Strategies

Aradhana Khowala, PhD, CEO & Founder, Aptamind Partners, United Kingdom

Trends

75. Top Five Surprising Future Trends

Anna Bjurstam, Wellness Pioneer, Six Senses, Sweden

Wearables

76. The WHOOP Story and Its Future

Kristen Holmes, PhD, Global Head of Performance, Principal Scientist, WHOOP, United States

Wellness Real Estate & Communities

77. Wellness by Design: Scaling Conscious Living

David Delrahim, Founder & CEO, COCUN, United States

78. How Aldar Development Prioritizes Health & Sustainability

Jonathan Emery, CEO, Aldar Development, United Arab Emirates

79. Luxury Property Development and Biophilic Design

Tanya Kuzheleva, Director, Research & Development, R.Evolution, United Arab Emirates

80. The Serenbe Wellness Community—An Overnight Success in 20 Years

Steve Nygren, Founder & CEO, Serenbe, United States

Yoga

81. Yoga vs Yoga Therapy: Understanding the Difference

Bija Bennett, CEO, BijaB, United States

2:30 – 2:35PM

Oriental Ballroom

In Pursuit of Wellness Film

Produced for the Global Wellness Institute by BBC StoryWorks

2:39 – 2:59PM

Oriental Ballroom

Wellness Evidence: The Next Chapter**Moderated by**

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

Panelists

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

Jane Kitchen, Media & Trends Analyst, Global Wellness Summit, United Kingdom

Kenneth R. Pelletier, MD, PhD, Author; Clinical Professor of Medicine, University of California School of Medicine - San Francisco, United States

3:03 – 3:23PM

Oriental Ballroom

Building Breakthrough Brands

Jeremy Jauncey, Founder & CEO, Beautiful Destinations; 2025 GWS Co-Chair, United Arab Emirates

Philippe Zuber, CEO, Kerzner International, United Arab Emirates

3:27 – 3:52PM

Oriental Ballroom

Scientific Wellness in the Age of Longevity

Leroy Hood, MD, PhD, Author, *The Age of Scientific Wellness*; Co-Founder, Institute for Systems Biology, United States

3:56 – 4:16PM

Oriental Ballroom

Longevity Through a Consumer Lens

Asha Gupta, COO, Amway, Singapore

4:20 – 4:50PM

Foyer and Ballroom
Pre-Function 1 & 2

Networking Energy Break | Innovation Lab

4:54 – 5:14PM

Oriental Ballroom

Hospitality Vibes

Meng-Mei (Maggie) Chen, PhD, Assistant Professor of Marketing, EHL; Author, *Hospitality Vibes*, Switzerland

5:18 – 5:48PM

Oriental Ballroom

Longevity & Integrative Health: The European Approach**Moderated by**

Anita Mendiratta, Founder & CEO, Anita Mendiratta & Associates, United Kingdom

Panelists

Elke Benedetto-Reisch, MD, Medical Director, Lanserhof Tegernsee, Austria

George Gaitanos, MsC, PhD, Chief Operating & Scientific Officer, Chenot, Switzerland

Simone Gibertoni, CEO, Clinique La Prairie, Switzerland

5:50 – 6:05PM

Oriental Ballroom

Welcome Susie Ellis Scholarship for Equity in Wellness Recipients

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

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

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

Michelle Saudan, Founder, Amanzi Wellbeing, Dubai and Ghana

2025 Scholarship Recipients

Aida Kandil, CEO, My Tindy, Morocco

Amireh Leila Mirdamadi, MS Global Medicine Candidate, USC Keck School of Medicine, United States

Amulya Murty Aku, PhD, Research Scholar, India

Winnie Xu, Life Coach, Canada

5:50 – 6:05PM
Continued

Mentors

Amir Alroy, Co-Founder, Welltech Ventures, Israel

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

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

Hannah Messerli, PhD, Tourism & Economics Specialist, World Bank (retired), United States

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

Founding Donors

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

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

Katrine Formby, President, Sable Investments, United States

Rick Stollmeyer, CEO, Inspired Flight Technologies, United States

If you wish to support the Susie Ellis Scholarship for Equity in Wellness, please contact Nancy Davis.

7:00 – 9:30PM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai for buses

Evening Event: Dine-Around Dinner

Delegates are randomly assigned to one of many exquisite dining destinations around Dubai to relax, network and immerse in local culture. Transportation provided.

10:00 – 10:45PM

AFTER DINNER CONVERSATIONS

THREE OPTIONS

Vista, 2nd Floor

Microplastics & the Wellness Industry's Responsibility

Conversation Leader

Professor Gerry Bodeker, Member, Green Templeton College, University of Oxford, Malaysia

Tim Dixon, Principal, Fe Equus, LLC, United States

Trent Munday, Senior Vice President - International Mandara Spa, Thailand

Legacy 1, 2nd Floor

Neuroaesthetics & Hospitality

Conversation Leader

Ömer İsvan, President, Servotel Corporation, United Kingdom

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

Legacy 2, 2nd Floor

Beauty & Longevity

Conversation Leader

Aradhana Khowala, PhD, CEO & Founder, Aptamind Partners, United Kingdom

Lucy Goff, Founder, LYMA, United Kingdom

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

Charlotte Keesing, Director, Walpole, United Kingdom

DAY TWO

THURSDAY, NOVEMBER 20, 2025

CHOICE OF TWO CONCURRENT MORNING WELLNESS ACTIVITIES

6:30 – 7:15AM

Meet on the pool deck at the Mandarin Oriental Downtown, Dubai

Sanctum Signature Sequence: Sunrise Edition

Join **Luuk Melisse**, founder of Sanctum, to experience a sunrise mind-body-soul reset overlooking Dubai’s iconic skyline at first light. Sanctum is a transformative movement experience that blends the best of Eastern wisdom and modern fitness, including HIIT, Kundalini yoga, positive psychology, mind conditioning and martial arts, all woven into a unique Sanctum experience.

*Attire: Comfortable workout clothes
Must be pre-registered to participate.*

6:30 – 7:30AM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai

Morning Activity: Walk & Talk for Wellbeing

Start your day with a gentle, invigorating walk designed to enhance cognitive, mental, and physical wellbeing led by renowned economist **Thierry Malleret** and his wife and business partner, **Mary Anne Malleret-Broom-Smith**. Together, you will select a discussion topic from Ten Good Reasons to Go for a Walk and explore the theme through conversation, reflection, and shared insight.

*Attire: Comfortable walking shoes and clothes
Must be pre-registered to participate.*

DAY TWO PLENARY SESSIONS BEGIN

8:30 – 8:45AM

Oriental Ballroom

Guided Listening Session

London-based artists **Vraell** will perform an atmospheric guitar meditation on stage, accompanied by a captivating, guided breathwork experience led by breathwork specialist **Jamie Clements**.

8:49 – 9:09AM

Oriental Ballroom

Music and Medicine: A Powerful Partnership**Freddie Moross**, Founder & CEO, Myndstream, United Kingdom**Dawn Mussallem, DO**, Integrative Oncologist, Mayo Clinic, United States

9:13 – 9:33AM

Oriental Ballroom

Revolution in Medicine: The Science Behind the Cures**Deepak Srivastava, MD**, President and Senior Investigator, Gladstone Institutes, United States

9:37 – 9:57AM

Oriental Ballroom

Biohacking: A Foundation of Longevity**Dave Asprey**, Founder, The Asprey Group, United States

10:01 – 10:21AM

Oriental Ballroom

How Wearable Data Is Rewriting the Rules of Human Performance, Longevity and Resilience**Kristen Holmes, PhD**, Global Head of Performance, Principal Scientist, WHOOP, United States**Jeremy Jauncey**, Founder & CEO, Beautiful Destinations; 2025 GWS Co-Chair, United Arab Emirates

10:25 – 10:55AMFoyer and Ballroom
Pre-Function 1 & 2**Networking Energy Break | Innovation Lab**

10:55 – 11:00AM

Oriental Ballroom

In Pursuit of Wellness Film*Produced for the Global Wellness Institute by BBC StoryWorks*

11:04 – 11:24AM

Oriental Ballroom

Why Scientific Wellness and Exercise Is Important for an Aging Population**Jiri Dvorak, MD**, Professor of Neurology, Schulthess Clinic Zurich and BDMS Wellness Clinic; Former Chief Medical Officer, FIFA, Switzerland

11:25 – 11:55AM

Oriental Ballroom

Shark Tank of Wellness Student Competition

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

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

Wellness Sharks

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

Meng-Mei (Maggie) Chen, PhD, Assistant Professor
of Marketing, EHL; Author, *Hospitality Vibes*,
Switzerland

Frank Pitsikalis, SVP, Product Strategy, Agilysys,
Canada

Shark Tank Finalists

Damia Ahmad Faizal, Dongseo University, South
Korea

Lina Madeleine Holzkämper, Management Center
Innsbruck, Austria

Riya Shah, Savannah College of Art & Design,
United States

Professors

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

Franz Linser, PhD, Management Center Innsbruck,
Austria

Daniel Kessler, Dongseo University, South Korea

11:57AM – 12:07PM

Oriental Ballroom

Debra Simon Award for Furthering Mental Wellness

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

12:11 – 12:21PM

Oriental Ballroom

Bennett Family Award for Collaboration in the Science of Wellness

Bija Bennett, CEO, BijaB, United States

12:24-12:29PM

Oriental Ballroom

A Moment of Gratitude

Michelle Gamble, SVP, Global Business Development, Global Wellness Summit, United States

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PNOE
Prestige Wellness
Rancho La Puerta
Sedona Wellness
Six Senses
Starpool
Universal Companies

TWO CONCURRENT LUNCH OPTIONS

12:30 – 2:00PM

Mirage, 2nd Floor

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

VIP Lunch for GWI Ambassadors Only

The Global Investment Climate for Longevity

Leading the Conversation

Phil Newman, Founder & CEO, Longevity. Technology, United Kingdom

Hosted by

Susie Ellis, Chair & CEO, GWI, United States

Kristiana Tarnuzzer, Director of Development, GWI, United States

Participants

Jeremiah Adao, Tourism Operations Officer, Philippines Department of Tourism, Philippines

Amir Alroy, Co-Founder, Welltech Ventures, Israel

Andrew Barnard, CEO, BodyHoliday, Saint Lucia

Bija Bennett, CEO, BijaB, United States

Anna Bjurstam, Wellness Pioneer, Six Senses, Sweden

Christine Bruckner, PhD, Director, M. Moser Associates Limited, United States

Joe Cannon, SVP of Business Development, Hyperice, United States

Stefano Cattaneo, Myrtha Wellness Director, A&T Europe Spa, Italy

Ozgur Cengiz, Tourism Group Global Wellness Development Director, Gurok, Turkey

Iain De Havilland, CEO, NADclinic Group, United Kingdom

Raffaella Di Sipio, Managing Director, Italcare, Italy

Ruy Drever, DVP, Sports Ventures, Abbott, United States

Kathryn Dundas, MD, Founder & CEO; Medical Director, Sublime Life, Canada

Jiri Dvorak, MD, PhD, Professor of Neurology, Schulthess Clinic Zurich & BDMS Wellness Clinic; Former Chief Medical Officer, FIFA; Switzerland

12:30 – 2:00PM

Continued

Participants (continued)

Katrine Formby, Vice President, Sable Investments, United States

Signe Maria Frantzen, Director, Metropolitan Real Estate Group, United Arab Emirates

Maria Grudina, Ideologist & Founder, First Line Health Care Resort, Russia

Tomoko Iwai, Vice President, Editor-in-Chief, Club Business Japan, Inc., Japan

Sheila Josephson, Psychotherapist, Self-Employed, United States

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

Mary Leary, CEO & President, Mather, United States

Tracy Lee, Founder & President, TLee Spas + Wellness, United States

Candace Lim, Deputy Director, Singapore Tourism Board, Singapore

Veronika Malkondueva, Owner, Soul Escapes, United Arab Emirates

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

Caroline Mankey, Partner, Akerman LLP, United States

Nicole Miller, Director, Kohler Waters Spa, United States

Jean-Pierre Miramont, CEO, Blueprint Global, Canada

William Wesley Myers, AVP Wellness Strategy, Mather, United States

Nora Naisbitt, Founder & CEO, Amatrius AG, Switzerland

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

Kristi Pelc, Chief Research & Development Officer, Amway, United States

12:30 – 2:00PM

Continued

Kenneth R. Pelletier, MD, PhD, Author, Clinical Professor of Medicine, University of California School of Medicine - San Francisco, United States

Daniel Pennington, Chief Philanthropy Officer & President, Vail Health Foundation, United States

Gail Race, Founder & Creative Director, Gail Race Interior Design, United Kingdom

Akshat Rajan, Founder, Akiko Rhythm, India

Federico Riparbelli, General Manager, Galileo Medical Center, Italy

Sandra Sadowski, Managing Director, Brookwall Consulting, United States

Veronica Schreibeis Smith, Founder, Vera Iconica, United States

Escarle Silva, Owner, Alira Med Spa, United States

David T Stevens, Wellness Architect, Olympian Meeting, United States

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

Fayez Tamba, Owner, Fayez Spa, Canada

Cristina Timis, Founder & CEO, Domeniul CasaTimis, Romania

Jessica Wadley, Global VP, Oakworks Inc, United States

Alexandra Walterspiel, President & CEO, Sensei, United States

12:30 – 2:00PM

Please reference Table Topic handout at Summit for table location

Interactive Lunch | Table Topics | “Ask the Experts”

Africa

1. Building & Scaling Multiple Ventures in Africa

Leena Gehlot, Managing Partner, KG Group, Kenya

2. African Wellness: Ancestral Wisdom, Story & Legacy

Michelle Saudan, Founder, Amanzi Wellbeing, United Arab Emirates

12:30 – 2:00PM

Continued

Aging Well

3. Innovations in Senior Living

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

4. Ageism: What Is It? What Our Industry Needs to Do

Nancy Griffin, Founder, Glowing Older and SeniorTrade, United States

Architecture & Design

5. Transforming Public Spaces & Resorts into Active Destinations

Francesco Bertiato, Business Development Manager, AKI Investment Group, United Arab Emirates

6. Incorporating Vedic Wisdom & Biophilic Design

Roopa Lakshmi Bhat, Founder & Principal Wellness Architect, RLB for Wellness Spaces, India

7. Experience as Medicine

Ramy Elnagar, Co-Founder, White Mirror, United Kingdom

8. Architecture and Design for the Future of Longevity

Asif Iqbal, CEO, WELL Architecture Design, United Kingdom

Art

9. Wellness Rewired: Blending Art, AI & Neuroscience

Ari Peralta, Director of Innovation, COCUN, United States

Beauty

10. The Future of Beauty in MENA

Tatjana Birjukova, CEO, Sothys Middle East, United Arab Emirates

11. How Middle East Customers Differ from Global Customers

Tina Ghafurian, COO, Omorfia Group, United Arab Emirates

12:30 – 2:00PM

Continued

Brand Story

12. Clinique La Prairie's Story and Future Plans

Simone Gibertoni, CEO, Clinique La Prairie SA, Switzerland

Children

13. What Has the Greatest Impact on Children's Wellness?

Christine Clinton, Founder, Wellness for Life, United States

Consulting

14. Top Five Consulting Best Practices

Lisa Starr, Principal, Wynne Business, United States

Development

15. Let's Talk About Hotel Development and/or Dyslexia

Tim Dixon, Owner, Fee Equus, United States

Digital Detox

16. What World Digital Detox Day Is All About

Rekha Chaudhari, PhD, Founder, World Digital Detox Day & ZEP Foundation, India

Education & Training

17. Smart Ways to Solve Labor Shortages

Joanne Berry, Founder, Wellness Education Hub, United States

Healthspan

18. Dying Well Initiative: on Healthspan

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

Hospitality

19. How Hyatt Hotels Looks at Partnerships

TJ Abrams, VP, Global Partnerships and Wellbeing, Hyatt Hotels, United States

20. How to Integrate Wellness in Resorts & Hotels

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

12:30 – 2:00PM

Continued

21. Secrets of Spas in Las Vegas

Jennifer Lynn, Director of Spa and Hotel, Wynn Al Marjan Island, United States

22. Hospitality Establishments Using Technogym in Unique Ways

Mauro Enrico Nava, Global Sales Director - Hospitality & Residential, Technogym, Italy

Hydrothermal

23. Differences Between Private and Commercial Customers

Thorsten Bichler, Group Director International Sales, KLAFS GmbH, Germany

24. Cryotherapy: The Scientific Evidence

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

25. Hydrothermal Practices & Longevity

Don Genders, CEO, Design for Leisure, United Kingdom

Longevity

26. Chiva Som & Jayasom on Longevity

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

27. What We Have Learned at Longevity Partners This Past Year

Matt Croasdaile, Partner, Longevity Partners, Australia

28. Insurance Industry Response to the Longevity Movement

Sam Evans, General Partner, Eos Ventures, United Kingdom

29. The Longevity Discussion in South America

Carolina Filgueras, Partner, Spa Director & CEO, Emiliano Hotels and Santapele Cosmetics, Brazil

12:30 - 2:00PM

Continued

30. Crossroads of Ancient Wisdom and Modern Science

Buleza Koci, Chief Growth Officer, Tulah Clinical Wellness, United Arab Emirates

31. Evidence for VO2 Max as Indicator of Longevity & Healthspan

Panos Papadiamantis, Co-Founder & CPO, PNOË, United States

Luxury

32. Emerging Global Luxury Trends

Charlotte Keesing, Director, Walpole, United Kingdom

Marketing

33. Making World Wellness Weekend a Wow!

Jean-Guy de Gabriac, Founder & President, World Wellness Weekend, Belgium

34. The Most Successful Marketing Campaigns in My Career

Tony de Leede, Owner & Founder, Gwinganna Lifestyle Retreat, Australia

35. Best Marketing Ideas for Wellness Tourism

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

36. How to Benefit from Online Influencers

Valentina Mitzkat, Owner, Valen Forever, United States

Massage

37. Massage Makes Me Happy & Healthy Initiative: Trumpeting Benefits of Massage

James Chenevey, CEO, Living Earth Crafts, United States

12:30 – 2:00PM

Continued

38. Massage in the Age of AI

CG Funk, Spa & Wellness Consultant, Funk Consulting, United States

Media

39. Media's Perception of Longevity Mania

Caren Osten, Freelance Writer, *The New York Times*, SuperAge, Mindful, United States

Medical

40. Next-Gen Healthcare Leadership in the Middle East

Faadil Ali Hashim, Founder, VPS Health, United Arab Emirates

41. Success in Helping Patients Find Lasting Relief from Pain

Rajpreet Bal, MD, Vice Chairman, Aga Khan University Hospital, Kenya

42. GLP-1 Drugs & Longevity

Nicola Finley, MD, Physician, Dr. Nicola PLLC, United States

Men's Wellbeing

43. Changes in Men's Programs Over the Past Years

Andrew Barnard, CEO, BodyHoliday, Saint Lucia

44. Men's Wellbeing Initiative: Top Priorities

John Toomey, CEO, The Wellbeing Thoughtleaders, Australia

Microplastics

45. Transforming Concern into Collective Action

Gerry Bodeker, PhD, Member, Green Templeton College, University of Oxford, Malaysia

Middle East

46. Investment in Middle East Beauty & Wellness Opportunities

Faris Suhail Ali Alyabhouni Aldhaheri, CEO & Managing Director, Omorfia Group, United Arab Emirates

12:30 – 2:00PM

Continued

47. Saudi Vision 2030 in Health & Wellbeing
Talal Bin Ali, Founder & President, Enayacare International Company - For Beauty & Comfort, Saudi Arabia

Music and Wellness

48. Latest Evidence in Music for Health & Wellbeing
Freddie Moross, Founder, Myndstream, United Kingdom

Nail Care

49. How Adding Medical Rigor Brought Great Success
Bastien Gonzalez Alonso, Owner, BGA CORP, France

Philanthropy

50. GWI's Need to Move Toward a Culture of Philanthropy
Elizabeth Dale, Founder and President, Chilmark Nexus Advisors, United States

Regeneration

51. Creating Dhun Regenerative Habitat on 500 Acres of Once Barren Land
Manvendra Singh Shekhawat, Founder, Suryagarh Collection, Dhun & I Love Foundation, United Arab Emirates

52. Creating an Eco-Tourism Resort in a Rainforest
Shaharuddin Zainuddin, Managing Director, Adamas Advisory, Malaysia

Research Data

53. GWI Economy Monitor Insights
Katherine Johnston, Senior Research Fellow, Global Wellness Institute, United States

Social Wellness Clubs

54. Launching Australia's Most Talked About Wellness Club, SAINT
Paige Buse, Founder, Paige Buse Wellness Consultancy, Australia

12:30 – 2:00PM

Continued

55. How to Run a Profitable Social Wellness Club

Ben Evans, General Manager, CORE Life, Saudi Arabia

Sports

56. The Future of Health and Sports Tourism

Franz Linser, PhD, CEO, Linser Hospitality GmbH, Austria

Technology/AI

57. European Perspective on AI

Max Hoffmann, IT Consultant, Project Lead, Entrepreneur, Germany

58. Science, AI & Behavioral Health: How to Deliver Precision Care at Scale

Guy Leitersdorf, Founder & CEO, Longevity AI, Israel

59. What's Next in Recovery Technology?

Star Sage, Senior Director, Business Development, Hyperice, United States

Thermal

60. Most Common Mistakes When Designing Thermal Areas

Federico Checo, CEO, Prestige Wellness, United States

Touchless Technology

61. Touchless Wellness in the Digital Age

Alina M. Hernandez, Partner & Innovation Director, Touchless Wellness Association, Germany

Travel & Tourism

62. Global Travel Industry: Public & Private Partnerships

Debbie Flynn, Managing Partner, Global Travel Practice Leader, FINN Partners, United Kingdom

63. What Tourism Leaders Should Know About the Future

Anita Mendiratta, Founder & President, Anita Mendiratta & Associates, United Kingdom

12:30 - 2:00PM

Continued

64. Cruise Tourism & Wellness

Hannah Messerli, PhD, Tourism & Economics, George Washington University (retired), United States

Wellness Real Estate & Communities

65. How Fitwell Is Influencing Wellness Real Estate & Communities

Joanna Frank, CEO, Fitwel, United States

66. Why Our Regenerative Ultra-Luxury Residence Is Winning Awards

Dumitrache Ioana Bianca, Business Development Manager & VIP Relations, Revolution Real Estate, United Arab Emirates

67. Top Sustainability & Wellness Strategies That Are Most Impactful

Mays Kayed, PhD, AVP - Sustainable Development & Wellness, Aldar Properties, United Arab Emirates

68. Newest Offerings from the Residences at Rancho La Puerta

Roma Maxwell, VP of Marketing & Communications, Rancho La Puerta, United States

Workplace Wellbeing

69. Fixing Workplace Wellbeing in Hotel and Resorts

Denise Bober, Senior Vice President & Chief Human Resources Officer, The Breakers Palm Beach Inc., United States

2:00 - 2:03PM

Oriental Ballroom

In Pursuit of Wellness Film

Produced for the Global Wellness Institute by BBC StoryWorks

2:05 - 2:25PM

Oriental Ballroom

Democratizing Wellness on an Unimaginable Scale

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

Robert Hanea, Founder & CEO, Therme Group, Germany

2:29 – 2:49PM

Oriental Ballroom

Reverse Pitch**Moderated by****Anita Mendiratta**, Founder & CEO, Anita Mendiratta & Associates, United Kingdom**Investors****Sam Evans**, General Partner, EOS Ventures, United Kingdom**Neil Jacobs**, Founder, Wild Origins, United States**Sam Nazarian**, Founder & CEO, sbe Entertainment, United States**Phil Newman**, Founder and CEO, Longevity. Technology, United States**Kushal Shah**, Founder, Dubai Angel Investors, United Arab Emirates**2:53 – 3:13PM**

Oriental Ballroom

Research, Science, Genes & Longevity**Kenneth R. Pelletier, MD, PhD**, Author; Clinical Professor of Medicine, University of California School of Medicine - San Francisco, United States**3:17 – 3:32PM**

Oriental Ballroom

What the World Needs Now: The Unique Lens of the 17th Surgeon General of the United States**Richard Carmona, MD**, Chief of Health Innovation, Canyon Ranch; 17th Surgeon General of the US, United States**3:36 – 3:56PM**

Oriental Ballroom

AI, Precision Medicine and the Future of Transformative Longevity**Isaac Bentwich**, Founder & CEO, CoreX, United Arab Emirates**4:00 – 4:30PM**Foyer and Ballroom
Pre-Function 1 & 2**Networking Energy Break | Innovation Lab**

4:34 – 5:04PM
Oriental Ballroom

The Next Frontier of Wellness Tourism: Mindset, Storytelling and Human Authenticity

Moderated by

Rawan Rawdan, PR & Communications, AMAALA, Saudi Arabia

Panelists

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

Marisa Peer, Founder, Marisa Peer School and RTT® Method, United Arab Emirates

Alexandra Venison, Contributing Writer, *Vogue Arabia*; Co-Founder, Beautilist, United Arab Emirates

5:08 – 5:23PM
Oriental Ballroom

The Science of Contrast Therapy for Longevity

Susanna Søberg, Founder, Søberg Institute; Founder, Thermalist®, Denmark

5:27 – 5:57PM
Oriental Ballroom

Scientific Wellness

Moderated by

Anita Mendiratta, Founder & CEO, Anita Mendiratta & Associates, United Kingdom

Panelists

Jiri Dvorak, MD, Professor of Neurology, Schulthess Clinic Zurich and BDMS Wellness Clinic; Former Chief Medical Officer, FIFA, Switzerland

Leroy Hood, MD, PhD, Author, *The Age of Scientific Wellness*; Co-Founder, Institute for Systems Biology, United States

Kenneth R. Pelletier, MD, PhD, Author; Clinical Professor of Medicine University of California School of Medicine - San Francisco, United States

6:00 – 6:20PM
Oriental Ballroom,
1st Floor

Sports, Competition and the Drive to Achieve

Joe DeSena, Founder & CEO, Spartan, United States

Meet in the lobby of the Mandarin Oriental Downtown, Dubai, dressed to impress

A Gala Celebration: The Lens of the Future

Dubai is all about the future, and so is the GWS. Get ready to feel the energy and excitement of an evening spent together—dining, dancing, dunes, and drones!

Attire: Future-forward glamour!

A short live auction will be held to raise funds for the nonprofit Global Wellness Institute, so please bring your generous spirit, too!

DAY THREE

FRIDAY, NOVEMBER 21, 2025

6:30 – 7:30AM

Meet on the pool deck at the Mandarin Oriental Downtown, Dubai

Celestial Reset by The Beautilist Club

Celestial Reset is a pre-sunrise wellness journey designed to restore balance in body and mind. Guests begin in silence with a restorative elixir before moving into live hypnomeditation and an alchemy sound bath. The experience ends with a sunrise ritual in water, connecting with light and the element of flow. Each moment is crafted to align with natural rhythms, awaken the senses, and ground energy for the day ahead.

*Attire: Comfortable loungewear or light activewear (participants will enter the pool to knee height)
Must be pre-registered to participate.*

DAY THREE PLENARY SESSIONS BEGIN

8:30 – 8:45AM

Oriental Ballroom

Experience as Medicine

Ramy Elnagar, Co-Founder, White Mirror, United Kingdom

8:49 – 9:09AM

Oriental Ballroom

Older Adults and Wellspan: An Unexpected Market Opportunity

Mary Leary, President & CEO, Mather, United States

9:13 – 9:33AM

Oriental Ballroom

Aesthetic Longevity

Lucy Goff, Founder, LYMA, United Kingdom

9:37 – 9:57AM

Oriental Ballroom

Longevity of the Planet: Conscious Creation

Manvendra Singh Shekhawat, Managing Director, Suryagarh Collection; Founder, Dhun; Founder, The I Love Foundation, India

10:01 – 10:21AM

Oriental Ballroom

Fasten Your Seatbelts: The Changing Role of Women in Business in the Kingdom of Saudi Arabia**Ebtissam (Besma) Al-Madi**, President, Kadoon, Kingdom of Saudi Arabia**Lisa Starr**, Principal, Wynne Business, United States**10:25 – 10:55AM**Foyer and Ballroom
Pre-Function 1 & 2**Networking Energy Break | Innovation Lab****10:59 – 11:09AM**

Oriental Ballroom

In Pursuit of Wellness Film*Produced for the Global Wellness Institute by BBC StoryWorks***11:12 – 11:32AM**

Oriental Ballroom

The Great Beauty Blur: Beauty, Health & Wellness Futures**Olivia Houghton**, Insights & Engagement Director, The Future Laboratory, United Kingdom**11:36 – 11:56AM**

Oriental Ballroom

Infusing Wellness Into the Workforce: The Bank of Abu Dhabi**Diego Carrete**, Chief Wellness Officer, First Abu Dhabi Bank, United Arab Emirates**12:00 – 12:20PM**

Oriental Ballroom

The Evolution of Serenbe: Building a Wellness Community in My Own Backyard**Steve Nygren**, Founder, Serenbe, United States**12:24 – 12:44PM**

Oriental Ballroom

Cutting Edge Real Estate: Sustainability and Longevity for People and Planet**Alex Zagrebelny**, Founder & CEO, R.Evolution, United Arab Emirates**12:48 – 1:03PM**

Oriental Ballroom

Spirituality as a Pillar of Longevity**Anna Bjurstam**, Wellness Pioneer, Six Senses, Sweden

1:05 – 1:10PM

Oriental Ballroom

Announcement of Shark Tank of Wellness Awards

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

Shark Tank Finalists

Damia Batrisyia Binti Ahmad Faizal, Student
Dongseo University, Republic of Korea

Lina Madeleine Holzkämper, Research Analyst, PKF
Hospitality, Austria

Riya Shah, Student, Savannah College of Art and
Design, United States

Wellness Sharks

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

Frank Pitsikalis, SVP, Product Strategy, Agilysys,
Canada

Meng-Mei (Maggie) Chen, PhD, Associate Professor
of Marketing, EHL; Author, Hospitality Vibes,
Switzerland

1:15 – 2:15PM

Skyline, Mirage,
Pinnacle, Mezzanine
and Noia

Relaxed Lunch**2:16 – 2:19PM**

Oriental Ballroom

In Pursuit of Wellness Film

*Produced for the Global Wellness Institute by BBC
StoryWorks*

2:23 – 2:38PM

Oriental Ballroom

The Record-Breaking *In Pursuit of Wellness Series 3* & Special Announcement

Claire Small, Head of Creative, BBC StoryWorks,
Programme Partnerships, United Kingdom

2:42 – 3:02PM

Oriental Ballroom

How Nature, Heritage & Healing Are Driving the Future of Wellness Tourism in the Middle East

Debbie Flynn, Managing Partner, Global Travel
Practice Leader, FINN Partners, United Kingdom

Phillip J. Jones, Chief Tourism Officer, Royal
Commission for AlUla, Saudi Arabia

3:04 – 3:24PM

Oriental Ballroom

From the Depths of the Dead Sea to Heights of Mt. Everest: The Next Chapter in Resilience**Charlie Engle**, Global Ultra-Endurance Athlete, Founder, 5.8 Global Adventure Series, United States

3:28 – 3:48PM

Oriental Ballroom

My Own Wild Origins and Life After Six Senses**Neil Jacobs**, Founder, Wild Origins, United States

3:50 – 4:10PM

Oriental Ballroom

Healthspan Is Not Enough: Why Do We Want to Live Longer?**Anjan Chatterjee, MD**, Professor of Neurology, Psychology & Architecture, University of Pennsylvania; Founding Director, Penn Center for Neuroaesthetics, United States

4:12 – 4:22PM

Oriental Ballroom

Woman in Wellness Award***Presenting Sponsor: Amway*****Presented by****Asha Gupta**, COO, Amway, Singapore**Amy McDonald**, Founder & CEO, Under a Tree Consulting; 2024 Recipient of Woman in Wellness, United States

4:24 – 4:34PM

Oriental Ballroom

Longevity Through a Wellness Lens: Where We Go From Here**Susie Ellis**, Founder, Chair & CEO, Global Wellness Summit, United States

4:36 – 4:46PM

Oriental Ballroom

Special Presentation: *Living Proof*

4:48 – 4:58PM

Oriental Ballroom

Summit Spotlight*Co-Chair Awards***Nancy Davis**, Chief Creative Officer & Executive Director, Global Wellness Summit, United States**Susie Ellis**, Founder, Chair & CEO, Global Wellness Summit, United States

4:48 – 4:58PM
Continued

Co-Chair Awards (continued)
Anna Bjurstam, Wellness Pioneer, Six Senses, Sweden
Ömer Isvan, President, Servotel Corporation, United Kingdom
Jeremy Jauncey, Founder & CEO, Beautiful Destinations, United Arab Emirates
Michael Roizen, MD, Chief Visionary, Great Age Reboot; First Chief Wellness Officer, Cleveland Clinic, United States

5:03 – 5:08PM
Oriental Ballroom

Announcement of 20th Anniversary Global Wellness Summit Location
Flag Tease!
Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States
Susie Ellis, Founder, Chair & CEO, Global Wellness Summit, United States

5:10 – 5:15PM
Oriental Ballroom

Hearing from the 2026 Summit Hosts

5:16 – 5:19PM
Oriental Ballroom

GWS Team Gratitude
Susie Ellis, Founder, Chair & CEO, Global Wellness Summit, United States
Nancy Davis, Chief Creative Officer & Executive Director, Global Wellness Summit, United States
Anna Barnett, Marketing Graphic Designer, Global Wellness Summit, United States
Jessi Brandt, Director, Programs & Operations, Global Wellness Summit, United States
Aryn Chapman, Event Producer, Global Wellness Summit, United States
Rachel Davis, Digital Marketing Specialist, Global Wellness Summit, United States
Sue DePalma, GWS Producer, Global Wellness Summit, United States
Amy Detrick, Art Director, Global Wellness Summit, United States

5:16 – 5:19PM

Continued

GWS Team (continued)

Michelle Gamble, SVP, Global Business Development, Global Wellness Summit, United States

Crystal Hartwell, Media Associate, Cavanah Associates, United States

Thamara Hernandez, Director, Finance & Accounting, Global Wellness Summit, United States

Jane Kitchen, Media & Trends Analyst, Global Wellness Summit, United Kingdom

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

Heidi Moon, VP, Marketing & Communications, Global Wellness Summit, United States

Sarah Smith, Registration Coordinator & Event Producer, Global Wellness Summit, United States

Bridget Rojas, Digital Marketing Coordinator, Global Wellness Summit, United States

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

Special Thanks to

Andrew Cunningham, Head of Operations, Gulf Dunes, United Arab Emirates

Justin George, Head of Events, Gulf Dunes, United Arab Emirates

Kathryn Moore, Managing Director, Spa Connectors, United Arab Emirates

5:20PM

Oriental Ballroom

Champagne Toast

Raising a glass with Advisory Board Members, the Global Wellness Summit team and the 2025 GWS delegates! See you next year!

POST-SUMMIT ACTIVITIES

SATURDAY, NOVEMBER 22, 2025

6:30 – 7:15AM

Meet on the pool deck at the Mandarin Oriental Downtown, Dubai (11th Floor)

Microformer by Reform Athletica

Join Reform Athletica for a signature poolside Microformer session at the Mandarin Oriental Downtown, Dubai. This high-intensity, low-impact workout uses the Microformer’s spring resistance and movable platform to build strength, endurance, and balance. Suitable for all fitness levels, the class delivers a powerful full-body challenge through controlled movement. Set on the pool terrace, it blends mindful movement with intense training for a unique and elevated wellness experience.

Must be pre-registered to participate.

Attire: Workout clothes and grip socks required (socks will be provided).

8:00 – 10:00AM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai

Sanctum Ultimate Palm Jumeirah Experience: Morning Awakening

Close your Global Wellness Summit week with an unparalleled experience that blends invigorating movement with deep Russian-inspired restoration. The morning will begin with an energizing rooftop Sanctum experience, set against the stunning backdrop of the Dubai Marina Skyline. This is a chance to move, breathe and reconnect with yourself as you integrate the insights and inspiration of the Summit. Expect energy, emotion, depth, joy and the freedom to fully come alive.

Those seeking to dive even deeper, will have the option to purchase access to Dubanya’s world-class spa, ice bath and plunge circuit – a luxurious contrast therapy ritual to enhance recovery, reset the nervous system and amplify the post-Sanctum glow.

Must be pre-registered to participate.

Attire: Comfortable workout clothes and option to bring bathing attire.

8:30AM – 5:00PM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai

VIP Wellness in Dubai Tour: Palm Jumeirah & Beyond

Embark on a full-day wellness journey through Palm Jumeirah and beyond, exploring Dubai's most iconic and innovative health destinations. Highlights include Atlantis The Royal's AWAKEN Spa, AEON Clinic, and AWAKEN Fitness, as well as Brain & Performance Centre, Matcha Club, PEAQ Wellness, CRANK, and Brothers Wellness Club. This curated tour includes lunch, begins at 8:00 am from Mandarin Oriental Downtown, and returns by 5:00 pm, offering a transformative look at the future of wellbeing.

Must be pre-registered to participate.

Attire: Comfortable walking shoes recommended.

9:00AM – 12:30PM

Meet in the lobby of the Mandarin Oriental Downtown, Dubai

Museum of the Future Post-Summit Tour

Visit the Museum of the Future, an architectural marvel and hub of innovation that explores the future of science, technology, and humanity. Your group will enjoy a guided journey through immersive, themed exhibits covering space exploration, climate change, AI, and more. This inspiring experience encourages curiosity and collaboration, leaving participants engaged, connected, and looking forward to what's ahead.

Must be pre-registered to participate.

Attire: Comfortable walking shoes recommended.

Meeting time and location by request

Hosting a Future Summit

Meet with **Nancy Davis**, GWS Chief Creative Officer & Executive Director, and **Michelle Gamble**, GWS SVP, Global Business Development, to discuss your interest in hosting a future Summit. Please reach out to Michelle (michelle.gamble@globalwellnesssummit.com) ahead of time to schedule your meeting.