



**RESUME OF
DEBRA G. BERINS
PARTNER**

For more than forty years, Debbi Berins has been creating and overseeing successful architectural design visions for hotels, restaurants and bars, spas, custom homes, offices and other commercial projects. Her expertise combines that of the visionary with practical managerial skills, coordinating and managing the varying goals and objectives of a hotel's developers, investors, operators, brands, architects, designers, contractors, project managers and most importantly, it's end users.

Present Responsibility

Debbi Berins plays a critical role in the firm's engagements relating to acquisitions and development underwriting, asset management, development planning, operational consulting, marketing consulting, and strategic planning. In these engagements Debbi conducts detailed evaluations of the subject hotel's physical product and service offerings, and those of each of its competitors. These evaluations lead to objective conclusions about a hotel's existing or potential market share, rate positioning, market segmentation and potential future performance.

In addition, Debbi leads our design review assignments. On those engagements, David and Debbi Berins combine their operations, development, and design backgrounds to provide hospitality industry owners and operators with independent, objective review of new development and renovation designs.

Our role is to help assure that the design professionals retained understand (a) the client's business goals and objectives; (b) the market in which the project competes; (c) the market positioning of the subject project; (d) brand requirements including negotiation of Product Improvement Plans; (e) operating considerations such as how materials selected will be cleaned and maintained; (f) capital replacement issues; and (g) purchasing considerations.

Her advice includes review of detailed space programming in both front and back of house areas, guest room layout and design, functional relationships between the various elements of a hospitality development in terms of their impact on the guest experience, labor costs, maintenance and similar issues; food & beverage concepts and designs; meeting space sizes, layouts and features; recreational amenities; business amenities and services; and support areas.

We review designs and selections made by the design teams not only for aesthetic appeal, but for efficiency, impacts on labor and maintenance, life expectancy of items selected, ease and cost of replacement, and cost.

We are not primarily designers or architects; our role is that of the owner's eyes and ears assuring that development and renovation projects are well thought through up front and executed with all the needed considerations in mind.

Previous Experience of Debbi Berins

Senior Vice President – Hotels & Resorts Cypress Equities

Responsible for coordination between the development team, architects, designers, operators, project managers on six hotel & resort projects. Among these were:

- Royal Island Bahamas - a 430-acre private island in the Bahamas to be operated by Montage Hotels & Resorts which consisted of a luxury hotel, residential villas including a rental program, retail village, 200 slip marina, 20,000 sf spa, Jack Nicklaus Golf Club, kid's club, extensive indoor and outdoor meeting/catering spaces and nine restaurants.
- Ritz-Carlton Residences – Mammoth Lakes, CA - 130 unit luxury residential development with restaurant/market, spa, recreational amenities, ski valet.
- Ritz-Carlton Hotel & Residences – Houston, TX - 225- room luxury hotel and 177 residences in 70 story tower located at Boulevard Place in Galleria/Post Oak sector. Included multiple food & beverage outlets, spa, meeting space and hotel & residential recreational amenities.
- Edition Hotel & Residences – Los Angeles, CA - 200 room lifestyle boutique hotel with 106 residential units located at LA Live in downtown Los Angeles. To be operated as joint venture project of Marriott and Ian Schrager.
- Kimpton Hotel – Ft. Worth, TX - 175-room boutique hotel located in West 7th Mixed Use development in arts district of Ft. Worth. Architect – Gideon Toal – Ft. Worth. Interior Design – Intra-Spec. Restaurant design – Puccini Group.
- Kimpton Hotel – Leesburg, VA - 200-room boutique hotel located in Mixed Use development near Dulles Airport. Architect – Gideon Toal – Ft. Worth, TX

2005-2007 and 2016-2019

President

ADvisions (*Architectural Design Visions*) – Dallas, TX and Atlanta, GA

Principal of firm acquiring, renovating and selling of upscale single-family residential properties. Projects included material revisions to floor plans and structural changes.

2002-2005

Director of Interior Design

Cornerstone Group Architects – Austin, TX

2001-2002

Director of Design

Enfield Homes – Austin, TX

1978-2001

Partner

TMHI/INDEX (The Design Firm)/Wayman and Company

After graduation from the Atlanta Art Institute, Debbi's design career began at TMHI in Houston (later known as INDEX – The Design Firm) and then as Wayman and Company, where she quickly became a lead designer specializing in hotel and restaurant design, and some health care related projects.

During that period, Debbi was lead designer on some of the most successful and innovative food & beverage concepts in the nation including brands such as Elan, Ciao, Confetti, Todd's, Tingles, Adams, Rodeo, Cowboy, James Coney Island, Omaha Steak House, and The 95th restaurant and Reflections bar at the John Hancock Tower in Chicago.