



**RESUME OF
DAVID A. BERINS
MANAGING PARTNER**

David Berins is a 50+ year veteran of the lodging industry, with a career encompassing operations, asset management, development, planning and consulting.

2009-PRESENT
AND 1999-2007:

Managing Partner
Berins & Co., LLC

Berins & Co. provides senior-level advisory services to hotel owners, investors, and operators on strategic issues. Services include acquisition and development underwriting, asset management, workouts and restructurings, development planning, dispute resolution, operational consulting, marketing consulting, strategic planning and financial analysis.

OTHER EXPERIENCE:
2007-2008

Managing Director - Hotels & Resorts
Cypress Equities

Leader of hotel development team at Cypress Equities, the development arm of The Staubach Companies. Projects included a private island in the Bahamas containing a Montage Resort & Residences, a 60-story Ritz-Carlton Hotel & Residences in Houston, an Edition Hotel & Residences in downtown Los Angeles, a Ritz-Carlton Residences at Mammoth Mountain, CA and two Kimpton Hotels. Development of these six projects was discontinued as a result of the 2008 meltdown of the financial industry.

1998-1999

Senior Vice President
Strategic Hotel Capital Incorporated

Responsible for Research & Planning at this start-up company, which in the course of 18 months acquired 25 luxury and upscale hotels with an investment of \$2.25 billion. Role included development of state-of-the-art business intelligence systems for monitoring owned asset performance, advising the Board on capital deployment strategies, establishment of knowledge base for underwriting on markets worldwide, consumer based market research regarding brand perceptions and facilities improvement issues, and providing investors with economic and market forecasts.

President
Berins Consulting Incorporated

Provided market research, operational consulting, asset management support, and litigation support services to a high-level clientele including many of the nation's fastest growing REITs, opportunity funds, and hotel chains.

1989-1993

Senior Principal & Worldwide Director - Hospitality Industry Consulting Services
Arthur Andersen & Co.

Led a team of specialists in providing consulting services to the hospitality industry in the U.S., Europe, Latin America and Asia/Pacific regions. Services included market studies, appraisals and valuations, litigation support, workouts and restructurings of large hotel loan portfolios, privatization of state-owned hotel companies, management contract negotiation, portfolio analysis and strategic planning, and operational consulting.

1983-1989	Managing Partner Berins & Co.
	Managing Partner of a consulting firm providing advisory services to hotel operators, owners, lenders and investors. Berins & Co. had offices in Dallas, Southern California, and Princeton, New Jersey, and counted as clients many of the largest hotel chains and developers in the U.S.
1980-1983	Senior Principal & National Director - Management Advisory Services Pannell Kerr Forster (since called PKF Consulting then CBRE Hotels)
	Responsible for directing the U.S. consulting services division of this international CPA/consulting firm. Staff of 130 professionals specialized in hotel development, operations and finance.
1979-1980	Vice President - Corporate Planning & Development Registry Hotel Corporation
1974-1979	Senior Principal Pannell Kerr Forster
1973-1974	Director of Food & Beverage Operations Playboy Hotels
1972-1973	Executive Director - Foodservice Division Service Systems Corporation
1970-1972	Director of Administration Dobbs Houses, Inc.
1966-1970	Director of Operations Projects Sky Chefs/Americana Hotels Division, American Airlines
EDUCATION:	Bachelor of Science - Hotel Administration (1966) Cornell University

INDUSTRY ACTIVITIES:

Chairman of the Board (1993-94) - International Society of Hospitality Consultants (ISHC)
President (1992-93) - ISHC
American Hotel & Lodging Association
Urban Land Institute

SPEAKING ENGAGEMENTS:

American Hotel & Lodging Association
ALIS Hotel Investment Conference
NYU Hospitality Industry Investment Conference
Caribbean Hotel Investment Conference
The Lodging Conference
Urban Land Institute
Cornell University
National Restaurant Association
The Travel Research Association

PUBLICATIONS:

Editor and principal author, *The HOST Report*, a semi-annual statistical report on the U.S. hotel industry 1990-1993 (Joint Venture with Smith Travel Research).
Contributing Author, *Profitable Food & Beverage Management*, a two-volume text.
Urban Land Magazine
The Cornell Quarterly
Lodging Magazine
Columnist, *Hotel & Motel Management*
Blogger *Hotels Magazine* website