

Dale Hipsh

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Dale Hipsh, Founder of Hipsh & Co., offers advisory to owners, private equity funds, developers, and operators on launching large, luxury resorts worldwide. Blending three decades of industry insight and a record of success opening over \$10 billion in properties, Mr. Hipsh adeptly navigates the complexities of launching resorts, driving branding, and delivering operational strategies for rooms, casinos, food & beverage, architecture, events, and more. Based in South Florida, Mr. Hipsh has fueled the success of some of the world's most well-known resort brands, including Hard Rock International, Sun International, Ritz-Carlton, and Hyatt Hotels and Resorts.

Mr. Hipsh previously served as President of Tourism and Exploration with World View; prior, he held the title of Senior Vice President of Hotels for The Hard Rock Hotel brand's global portfolio. Among the dozens of Hard Rock launches in 4 continents that he has led, the design and delivery of the iconic Reverb brand launched in Atlanta reflects Hipsh's broad oversight and keen attention to every element contributing to delivery of a top-shelf hotel. A global prime mover, he also led the launch of Hard Rock's first property in China (Shenzhen), Europe (Ibiza), and Latin America (Panama City).

Earlier in his career, he delivered similar leadership as Executive Vice President for Pearl River Resort and Vice President of Operations for Seminole Hard Rock Hotels and Casinos (on behalf of The Mississippi Band of Choctaw Indians and the Seminole Tribe of Florida, respectively). For Atlantis, Paradise Island, The Bahamas, Mr. Hipsh crafted and delivered brand concepts infused in every aspect of the resort, from launch through operations, serving first as Vice President of Operations and later as Vice President of Special Events and Operations. Prior, Mr. Hipsh was engaged by The Ritz-Carlton Hotel in rooms division leadership in Indonesia, South Korea, Singapore, and The United States. Mr. Hipsh initiated his career in hospitality leadership with Hyatt Hotels and Resorts in Florida, California, and Hawaii.

Mr. Hipsh serves on the Board of Trustees and as Co-Chair, Fund Development Committee, for the onePULSE Foundation, for which he formerly served as the Chair of the Design and Construction Committee.

EDUCATION

- **Stanford Graduate School of Business**, Stanford University, dy/dx Executive Residency, Palo Alto, CA.
- **Florida State University**, Bachelor of Science in Business Administration, Tallahassee, FL.

EMPLOYMENT EXPERIENCE

- **Hipsh & Co., 2023 – Present**
Founder & Consultant
Powerful and transformative platform to leverage community of expertise realizing impact through collaboration and meaningful transactions that add value to firm and its clients.
- **World View, 2022 – 2023**
President of Tourism and Exploration
Helmed all space tourism and hospitality operations. Guided engineering and design efforts and strategic partnership development to ensure unparalleled guest journeys.
- **Hard Rock Hotels, April 2017 – February 2022**
Senior Vice President of Hotels, April 2017 – February 2022
Vice President of Operations Development, 2010 – 2017
As core executive and central hub for launch and operations of properties in North America, Southeast Asia, Asia, and Europe, excited global audiences of world-class hospitality experiences, bringing Hard Rock's brand promise of unity, service, and environmental stewardship to life. Partnered with executive leadership to drive strategy across all hospitality operations, supporting profitability and ongoing success. Demonstrating significant experience overlaid with deep intuition, advised on most complex issues encompassing strategies for rooms, food & beverage, diverse retail establishments, entertainment, and more. Exceeded leadership vision for unparalleled guest experience plus alignment with locale and culture. Built property launch and operations leadership teams and total staff of 1000+. Set foundation to expanded fans-focused, music-themed brand to additional cities worldwide (strategic asset management for 2022 and beyond).
- **Pearl River Resort, 2008 – 2009**
Executive Vice President / Chief Operating Officer (COO)
As senior operations executive for location referred to by 500Nations.com as US's South's first luxury resort, led hospitality and complementary venues on behalf of The Mississippi Band of Choctaw Indians owners and operators. Guided operational strategies for Silver Star Hotel and Casino, Golden Moon Hotel and Casino, Dancing Rabbit Golf Course, and Geyser Falls Water Park, realizing \$325M in annual revenues. Led staff of 3000 in management of 1000+ rooms, 16 restaurants, two 18-hole championship golf courses, and casinos (5000+ slots, 115 table games, and 14 poker tables).
- **Seminole Hard Rock Hotels & Casinos, 2003 – 2008**
Vice President of Operations
Launched new build of \$1B+ hospitality and casino gaming resort with Hard Rock brand, also offering world-class dining, entertainment, and luxurious hotel accommodations. Powerful regional landmark hospitality organization features recent expansion to 630+ rooms and theming across pool complex amenities. Collaborated across all executive teams to guide two simultaneous openings (non-gaming): the Seminole Hard Rock Hotel and Casino in Tampa, Florida (Phase I) and the Seminole Hard Rock Hotel and Casino Hollywood, Florida. Trusted to orchestrate Hollywood's hotel (500+ guestrooms and suites, 1200+ employees), food & beverage (10+ nightclubs and restaurants and 24-hour in-room dining), catering and convention services, special events, and facilities operations.

PRIOR HOSPITALITY EXPERIENCE

- **Atlantis, Paradise Island**, Vice President of Special Events and Entertainment, 1999 – 2001 | Vice President of Operations, 1997 – 1999.
- **The Ritz-Carlton Hotel Company**, Executive Assistant Manager, Rooms Division (Bali, Indonesia) | Executive Assistant Manager, Rooms Division | Asst. Rooms Executive | Housekeeping Team Captain, Opening Task Force (Seoul, South Korea), 1992 – 1997.
- **Hyatt Hotels and Resorts**, Project Manager | Housekeeping | Front Office | Management Trainee (Miami, FL; Key West, FL; San Francisco, CA; Kauai, HI; Wailea, HI), 1985 – 1992.

HOSPITALITY PORTFOLIO

- **Hard Rock Hotels**, New York (2023) | Marbella (July 2022) | Budapest (March 2022) | Madrid (July 2021) Reverb by Hard Rock, Atlanta (December 2020) | Dalian (July 2020) | Amsterdam American (June 2020) | Dublin (February 2020) | Sacramento (November 2019) | Maldives (September 2019) | Los Cabos (June 2019) | London (April 2019) | Desaru Coast (September 2018) Guadalajara (September 2018) | Atlantic City (June 2018) | Daytona Beach (March 2018) | Davos (December 2017) | Shenzhen (August 2017) | Tenerife (October 2016) | Goa (December 2015) Ibiza (May 2014) | Rivera Maya (December 2013) | Rocksino Northfield Park (December 2013) | Vallarta (August 2012) | Cancun (October 2012) | Punta Cana (September 2010) | Panama Megapolis Panama (October 2012) | Tampa (March 2004) | Hollywood (May 2004).
- **Pearl River Resort** (2008 – 2009).
- **Seminole Hard Rock Hotels & Casinos** (2003 – 2008).
- **Sun International**, Atlantis, Paradise Island, The Bahamas (2001).
- **Ritz-Carlton Hotels**, Bali (November 1996) | Millenia Singapore (January 1996) | Seoul (February 1995).
- **Hyatt Portfolio Hotels**, Wailea (September 1992) | Kauai (May 1991) | Palm Springs (January 1990) | San Francisco (1990) | Key West (1988) | Coral Gables (1987).

EVENTS AND SPECIAL ENGAGEMENTS

- Atlantis, Paradise Island, Events & Entertainment | CBS Television Special, Gloria Estefan, Caribbean Soul | Atlantis Millennium Celebration | Ricky Martin's Music Video, She Bangs | TNT Movie, Framed | Ocean Club Grand Re-Opening | CBS Television Special, N'Sync: *The Atlantis Concert* | Michael Jordan Celebrity Invitational | Jimmy Buffet and Herman Wouk's *Don't Stop the Carnival Musical*.

NON-PROFIT BOARD LEADERSHIP

- **Board of Trustees and Co-Chair, Fund Development Committee | Chair, Design and Construction Committee (Past)**, onePULSE Foundation, 2016 – Present.