

*Luis Mexia Alves is a professional with a 24-year tenure in the wellness and hospitality industry. He holds a degree in Relações Empresariais from Universidade Católica Portuguesa, augmented by an Advanced Management Program from Northwestern University's Kellogg School and an Innovation Program from Harvard Business School. His expertise encompasses hotel concept development and launches, operations management, marketing, sales, and the revitalization of hospitality assets.*

*Appointed as the CEO of Discovery Hotel Management in 2021, Luis currently spearheads the management and expansion of an extensive portfolio, including 17 hotels across various brands and six golf courses. His role also involves steering several developmental projects, both brownfield and greenfield.*

*Prior to his current position, Luis significantly contributed to the industry as the Director of Operations at DHM. His wide-ranging experience also includes impactful tenures as a General Manager and a Consultant for diverse Hospitality & Wellness Projects.*