



"I won't build to impress.

I won't build because it's trendy.

And I definitely won't build something that turns hospitality into a cold transaction."



"I will build to support the people who show up every day—tired, focused, full of pride."



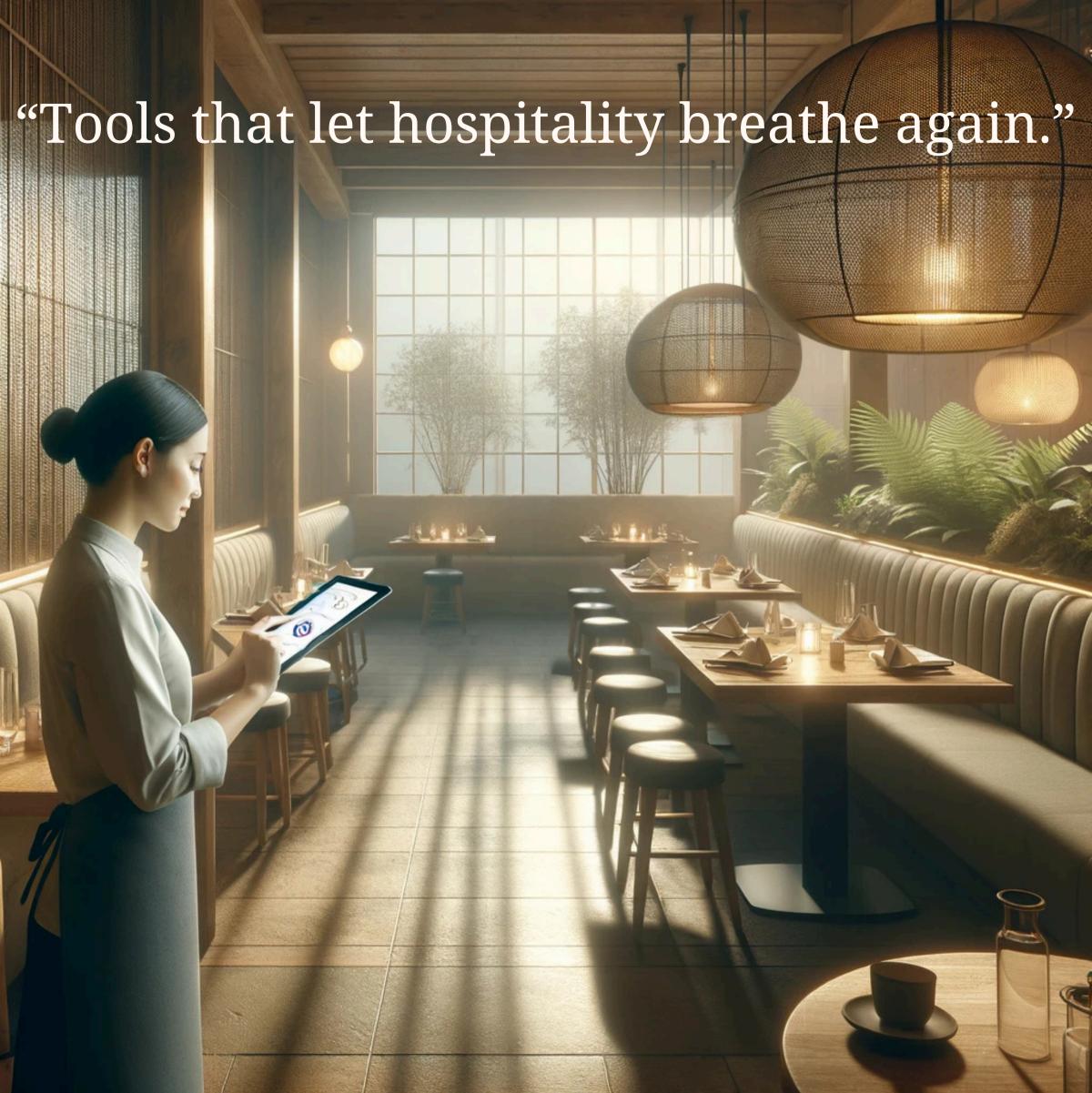


"Make it smoother. Make it meaningful.

Make it easier to care."



understands the rhythm of real service."





"The future of this industry... is about creating the space for people to do what they do best— With pride, with care, and with joy."