

HUMANS OF GLOBE

Apr' 24

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CONRAD'S VISIONARY HEIR

Emma Banks Upholds Hilton's
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EMPATHY IN PRACTICE

How Bricker Graydon's
Client-Centric Approach
Redefines Legal Excellence

Lionel Lodge
Founder/CEO SyncLodge LTD

*Business Mavericks Leading
Transformation in 2024*

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Editor's Note



Business Mavericks Leading Transformation in 2024

Humans of Globe's latest issue explores the "Business Mavericks Leading Transformation in 2024" issue, which features business mavericks as well as how this issue will have a significant impact on the world.

Bricker Graydon's visionary leader, Mina Jones Jefferson, champions a client-centric approach rooted in empathy, trust, and shared success, redefining legal excellence through tailored solutions and a thriving culture. For the full inside story, read more in Business Mavericks Leading Transformation in 2024.

Emma Banks, Hilton's VP of F&B Strategy & Development, upholds Conrad Hilton's visionary hospitality ethos by innovating sustainable dining experiences and championing industry-leading eco-initiatives. Discover her inspiring journey in the latest issue of Business Mavericks Leading Transformation in 2024.

Lionel Lodge's visionary SyncLodge platform is revolutionizing music licensing, empowering creators worldwide through barrier-free access and innovative tools that streamline workflows. Discover how this game-changing ecosystem is harmonizing the sync industry.

Apple's Vision Pro headset harnesses breakthrough extended reality capabilities to revolutionize healthcare, from immersive surgical planning and physician training to enhanced patient education and diagnosis. Explore this game-changing spatial computing platform's transformative medical potential.

In 2024, businesses will benefit from several promising innovations. With the title "Business Mavericks Leading Transformation in 2024," this edition of HoG highlights the business mavericks shaping the future.

Don't miss out on our upcoming editions and stay amazed at what 2024 has in store!

Happy Reading!

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**IF PEOPLE ARE DOUBTING HOW FAR YOU
CAN GO, GO SO FAR THAT YOU CAN'T HEAR
THEM ANYMORE.**




— MICHELE RUIZ, CO-FOUNDER AND CEO, BIASSYNC





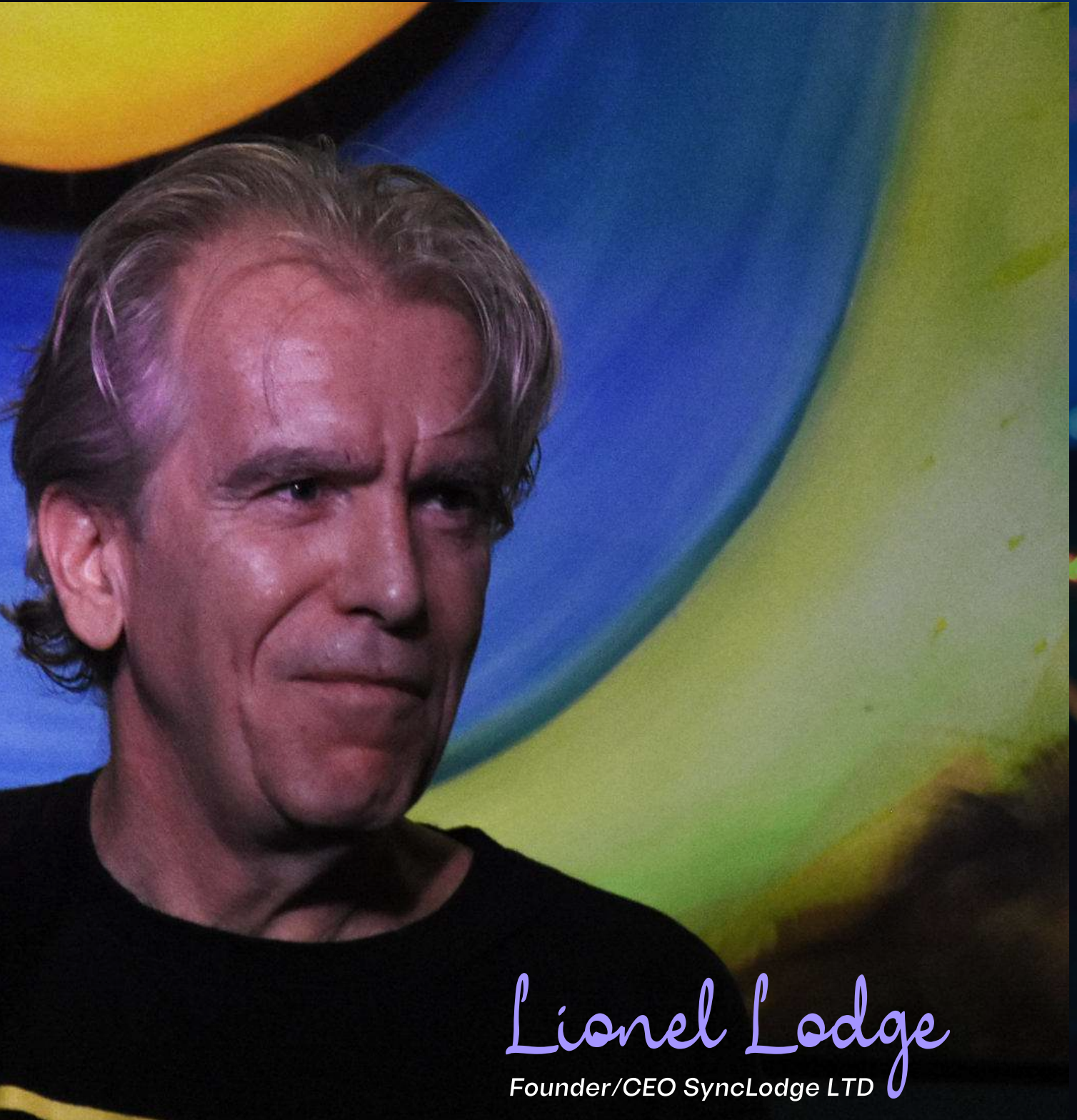
WORKING TOGETHER TRANSFORM TOMORROW

A large industrial facility, likely a power plant or refinery, situated along a body of water. The facility features several tall, red and white striped smokestacks and complex piping structures. The sky is blue with light clouds, and a city skyline is visible in the background to the right.

Building a natural gas business
to deliver cleaner air to the world

Harmony in Sync

How SyncLodge is Empowering the Future of Music Licensing



Lionel Lodge
Founder/CEO SyncLodge LTD

Cover Story

Business Mavericks Leading Transformation in 2024

Harmony in Sync

Music can connect us, tell stories, and inspire change. Yet for many creative artists, making a sustainable living poses immense challenges. Lionel Lodge intimately understands these trials from his journey as a professional musician.

But beyond personal success, he yearns to uplift the creative community. This calling led Lionel to found SyncLodge - an innovative platform empowering all artists to thrive in sync licensing.

At SyncLodge, musicians and visual creators finally have an equal seat at the table. By tearing down industry barriers, SyncLodge lets authentic artistry shine. The ripples of its impact continue outward, seeding growth for both emerging and established creators alike.

For Lionel, this cycle of empowerment fuels his unrelenting drive to revolutionize sync licensing. At the helm of SyncLodge, he brings the most ambitious of dreams to fruition - a vision born of creativity, shaped by technology and elevated by communal spirit.



Lionel Lodge

Founder/CEO SyncLodge LTD

Writing Bestseller Based On Difficult Experiences

Like many artists, Lionel launched his career performing original songs on the local circuit, eventually garnering modest financial success. But tectonic industry shifts in the mid-2000s soon disrupted his income streams.

With CD sales cratering, and streaming not yet in dominance, Lionel pivoted - investing himself into sync licensing music for films, TV ads, and other visual media.



Initially licensing his tracks, demand grew for Lionel to represent other acts. Over time, he organically transitioned into a full-fledged sync agent. The years spent brokering countless placements exposed systemic cracks in entertainment workflows.

As Lionel engaged extensively with creatives, supervisors, and producers, he witnessed pervasive frustrations - analog processes that hindered transparency and efficiency at every turn.

The germ of this idea guided Lionel on an arduous 5-year journey - networking relentlessly to understand diverse needs, uniting industry luminaries as founding partners, and iteratively developing SyncLodge's pioneering suite of sync management tools.

Now with SyncLodge thriving as the world's leading sync licensing ecosystem, Lionel leads a driven team upholding his life mission: empowering all artists with economic sustainability.

By lifting creatives everywhere through technology, community, and clarity of purpose, Lionel Lodge and SyncLodge send ripples of inspiration outward - seeding creativity for generations to come.

The Genesis Of SyncLodge

SyncLodge was conceived in 2017, as Lionel witnessed immense friction across the sync licensing sector first-hand. Analog workflows riddled with email chains, phone tags, and siloed approvals created bottlenecks at every milestone.

Content creators lacked context on licensing procedures, unable to maximize earning potential. For supervisors, opaque ownership data and insecure communication channels hampered discovery efforts.



Such hurdles had always plagued the workflow, but market explosions in streaming media added urgency. As film/TV volumes ballooned, the stresses of antiquated systems grew acute. And entrenched power players are still gripped tightly to profitable complexity, resistant to democratizing access.

Sync licensing was ripe for the digital revolution. But despite glaring needs, Lionel uncovered no solutions delivering a unified management ecosystem for the full spectrum of industry stakeholders.

This vacuum of innovation presented a monumental opportunity. With lightbulb inspiration, Lionel rallied a leadership team to envision SyncLodge - an all-in-one home enabling frictionless licensing workflows for every creative.

Key Moments And Challenges That Fueled Lionel's Dedication

The early stages of SyncLodge attracted no shortage of inertia. As the platform's scope radically expanded, detractors questioned its feasibility.

Some advised Lionel to restrain focus, serve big agencies through paid tiers, and lock in early profitability.

But for Lionel, anything less than universal accessibility betrayed his principles. So he persisted stubbornly - galvanizing industry luminaries, user testing relentlessly, and iterating SyncLodge into the versatile tool creatives deserved.

Hard-won victories generating user delight fueled momentum. Yet as platform complexity grew, so did obstacles. Managing diverse feature demands across music owners, supervisors and producers posed intense challenges.

Five arduous years later, SyncLodge's thriving ecosystem stands as a testament to Lionel's visionary tenacity. But he gives little pause for reflection, focused squarely on the future - a testament to his dedication.



Balancing Diverse Stakeholders In The Sync Licensing Ecosystem

SyncLodge's versatility intrinsically supports diverse industry roles. But balancing these perspectives was no simple task. During extensive R&D engagement, hundreds of passionately vocal users surfaced a dizzying spectrum of needs.

Rather than overwhelm, this diversity inspired Lionel's team. They realized SyncLodge must empower users to work however they wished. So versatile building blocks were vital - components to mix and match based on personal preferences.

For owners, SyncLodge provides visibility to untapped earning potential. Creators gain access to blockbuster placements otherwise out of grasp. And for supervisors, unparalleled music discovery and secure test licenses expand creative palettes.

By honoring each workflow style, and mapping tools to users' self-defined needs, SyncLodge harmonizes licensing processes industry-wide.

And seamless interoperability between modules creates value for all stakeholders collectively - a central tenet of Lionel's leadership.

SyncLodge's Innovative Solutions

Today, SyncLodge stands industry-leading for innovation, delivering an unrivaled suite of licensing management tools. But the path here witnessed countless brainstorming sessions, false starts, and software iterations to meet customer needs.

Guided by user feedback, SyncLodge's toolbox continues rapid expansion - introducing breakthrough features for streamlining licensing work, while sustaining barrier-free access that spurs creative opportunity.

Features Streamlining Creative Workflows

At SyncLodge's core lies a robust media project management framework - supporting collaborative licensing workflows from spotting through to residual reporting. However, several standout modules underpin exceptional efficiency gains:

PreSync revolutionizes music pitching, enabling fluid communication between supervisors and composers. Files flow freely across the platform, with multi-track mix experimentation versioned in cloud archives. No more siloed approvals, repetitive renders, or unauthorized leaks - PreSync unshackles creative possibilities.

Rounding out SyncLodge's capabilities, an integrated Task Manager delivers project transparency. User permissions, automated notifications, timeline tracking, and in-platform messaging connect teams across modules. At last, universal visibility reduces administrative duplicated efforts, saving countless hours.

Upcoming Innovations On The Roadmap

Lionel's restless vision ensures SyncLodge's feature set rapidly expands. A creative forum looms imminent, facilitating bailment submissions tailored to brief details.

Composer collaboration modules are underway, allowing the co-creation of scores with instant sync to the picture. And interoperability partnerships promise groundbreaking metadata connectivity between media repositories and rights holders globally.

The Freemium Business Model Expanding Accessibility

SyncLodge's unlimited free tier remains seminal, and unprecedented in industry history. Competitors with paid plans questioned Lionel's sanity early on! But for Lionel, accessibility enables democratization - inviting All creators into lucrative sync opportunities.

This non-exclusivity fuels a positive feedback cycle, attracting newcomers into mutually beneficial licensing deals. Creators needing advanced toolsets upgrade fluidly to paid plans as the business expands.

In Lionel's mind, anything less stifles creative possibility and industry growth alike. This collective abundance mentality cements SyncLodge's platform leadership for years ahead.



Setting SyncLodge Apart

SyncLodge's infectious vision stems from an underlying ethos that sets it distinctly apart - accessibility is imperative to empower creators, driving growth through cooperation rather than competition.

This separates SyncLodge from profit-fixated competitors, informing everything from its business model to technical architecture.

A Unique All-In-One Platform Without Barriers To Entry

Unlike niche tools with paid tiers, SyncLodge delivers an end-to-end licensing suite accessible to all at no cost.

Integrated project management dismantles workflow siloes, while innovative modules target friction points, like rights verification and music pitching. Such holistic scope has no rival in the creator ecosystem.

Competitors embracing exclusivity simply perplexes Lionel. He envisions abundance, not scarcity, cooperation not conflict. SyncLodge therefore rejects gated access that inhibits use.

Instead, an unlimited free tier lets all artists partake in licensing deals otherwise out of reach. Merit and creativity alone dictate opportunity.

This cycle then feeds itself, as empowered creators join SyncLodge's community. Licensing success concurrently scales SyncLodge's own business through optional premium plans, voluntary contributions from rising artists, and small residuals from deal facilitation.

The ingenious design thus aligns user and platform growth in mutual success.

Navigating Industry Change Through Continuous Engagement

Under Lionel's guidance, SyncLodge maintains



visionary leadership through a simple tactic - engage extensively, and iterate aggressively. Customer dialogue guides development, ensuring SyncLodge evolves in lockstep with shifts in creator needs and consumption formats.

Annual conferences and regional roundtables act as listening posts, while regular user testing refines specific features. Advisory boards comprised of composers, supervisors, and platform experts critique product roadmaps.

This feedback funnel melds diverse industry perspectives into a unified platform enhancing all licensing experiences.

Even with breakneck growth, SyncLodge retains remarkable agility to pivot thanks to this engagement rhythm. Partners extoll its impressive dexterity in navigating turbulent times amidst digital disruption.

By upholding this customer-centric approach, SyncLodge continues trailblazing innovation for arts ecosystems industry-wide.

Revolutionizing Music Discovery

SyncLodge's matchmaking algorithms unlock music discovery at an unprecedented scale. traditional libraries feature pre-cleared songs from known catalogs. But Lionel envisioned something more - only universal accessibility can empower authentic artistry.

So SyncLodge provides tools to connect supervisors with niche songs and unsigned acts otherwise undiscoverable. Democratized opportunity transfers leverage from labels to creators.

Global Access Transforming Supervision

SyncLodge's rights repository mirrors the entire known music verse - major label mainstays to bedroom remixers alike. Automated crawlers interlink existing metadata sources with original artist data daily, combing the internet's abundant corners. Advanced filtering quickly pinpoints tracks matching production aesthetics, lyrics, and moods.

For supervisors, this infinitely expands creative choice unshackled by what labels pitch. Remote artists, unlikely genres, and regional flavors become available at a keystroke.

And personalized recommendation algorithms surface specialty gems - a Brazilian funk remix, Mongolian throat rap, Ghanian highlife, or Inuit throat singing - that evocatively distinguish any scene.

Building Supervisor Confidence Securely

While liberating, such expansive access introduces new trust issues. However, robust verification protocols within SyncLodge's licensing workflow establish legitimacy before deals commence.

Once prospective songs are shortlisted, built-in checks confirm administrator identities, rights ownership, and territory details. Only validated tracks proceed to pitch presentation with documentation certifying legitimacy.

SyncLodge also introduced encrypted messaging so supervisors safely connect with new rights holders, shielding personal contact information.

This multi-layered trust infrastructure lets supervisors confidently access the world's sounds. Secure test licenses then facilitate experimental use of unproven songs throughout post-production until airing.

SyncLodge's innovations astound industry veterans, opening creative possibilities unimaginable just years ago.

The Future Of Sync Licensing

SyncLodge enters its most pivotal chapter yet, as several forces propel explosive industry growth. Market analysts predict sync licensing will surge over 40% by 2030 up to 748 B USD, as streaming media proliferates globally. And music royalties are projected to almost double as well.

SyncLodge is gearing up decisively to support this influx.

Exponential Growth Projections

PricewaterhouseCoopers forecasts rapid expansion across TV/film production worldwide through 2030 - particularly amongst streaming networks like Netflix, Amazon,

and emerging regional players. Program output more than doubles in 8 years. 60% of adults then subscribe to at least one streaming video service.

This exponential demand growth for content galvanizes sync licensing in tandem. Music placement deals follow production volume increases one-to-one. And mobile-first developing countries with billions of new streamers offer huge untapped sync revenue potential as their homegrown entertainment industries professionalize.

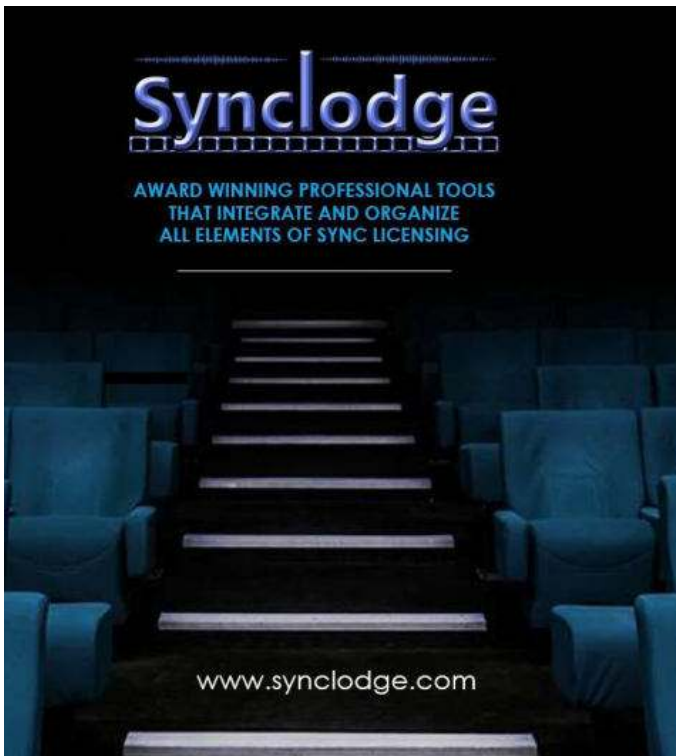
SyncLodge's Visionary Role In Industry Empowerment

As licensing complexity swells, outdated processes won't scale. Bottlenecks would throttle community prosperity. Already, COVID lockdowns overwhelmed old-school networks.

But SyncLodge's tools helped clients navigate turbulent times mostly unscathed. Such adaptability perfectly equips them to double their market share as sector activity mushrooms globally. Lionel envisions SyncLodge as the gateway ensuring media boom lifts all boats - connecting developing-world creatives to First World opportunities

and allowing all artists to sustain livelihoods from passion projects.

Only SyncLodge's accessibility-first ethos can safeguard an inclusive future. By upholding values of community support transcending



as a musician and sync agent exposed broken industry workflows. Recognizing innovation potential, Lionel demonstrated true leadership - uniting experts to found SyncLodge and gradually co-create solutions.

Under less determined captainship, SyncLodge may have folded early or severely compromised user experience for shareholder appeasement. But Lionel's central achievement shines in safeguarding accessibility while building a thriving global platform. Allowing creative passion, not profit motives, to guide decision-making.

Lionel imprints his veneration for music across SyncLodge. Whether defending free entry during turbulent startup years or insisting on coverage for niche genres, his creed of empowerment persists. He believes technology infrastructure lifts entire artistic communities, not just financial bottom lines.

SyncLodge's tools thus emanate Lionel's ethos - creative passion beating profit, revolutionary empowerment superseding the status quo. By pouring his most deeply held values into the platform's foundations, Lionel spawned a radically original sync licensing juggernaut. Even though exponential user spikes, enriching lives and building connections remain SyncLodge's North Star under Lionel's guidance.

commercial gain, SyncLodge shall remain the sync industry's most visionary torchbearer for decades onward.

In Summary

As founder and CEO, Lionel Lodge spearheads SyncLodge with an inspirational vision. His life mission - championing artists through technology - permeates the company's culture. Under his guidance, SyncLodge dissolved entrenched barriers to empower creatives worldwide.

Key Achievements, Vision, And Leadership

Lionel's path reveals bold dreams shaped by tenacity. Early success

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Inside Story

Business Mavericks Leading Transformation in 2024



Powered by Purpose: Emma Banks Is Driven By Hilton's Founding Promise

"My experience at the coal face' ignited my passion for the industry," shares Emma Banks, Vice President of F&B Strategy & Development at Hilton across Europe, the Middle East, and Africa.

From summer jobs grafting in rural Wales to pulling pints to pay her way through college, Emma's lifelong love affair with hospitality was sparked early on.

Emma and her role at Hilton

A seasoned hospitality expert, Emma Banks joins us from the Middle East, where she held prominent F&B positions before joining Hilton in 2019 with a mission to elevate their dining experiences across EMEA.

As VP of F&B Strategy & Development, Emma assembled a top-notch team to realize her vision to make Hilton the food and drink leader in the hotel industry.

Equipped with decades of hands-on experience, she understands firsthand how to capture guests' imaginations and exceed their expectations.

Emma's Hospitality Journey

Emma's globe-trotting upbringing foreshadowed a life steeped in hospitality. Born in Malacca and raised in Malaysia, Emma attended boarding school in Penang from just six years old. She recalls a childhood as a spirited "all-rounder," excelling at sports, especially tennis and swimming.

Upbringing & Early Inspiration

Multi-cultural childhood spent across Asia and Europe

During summer breaks visiting rural Wales, teenage Emma got her first taste of hospitality working a series of front-of-house jobs. The experience taught her the value of a hard-earned wage.



I recall my excitement when I could eventually afford to buy myself an Arthur Ashe aluminum tennis racket



Summer jobs in Wales sparked a passion for hospitality

Those early summer jobs ignited Emma's lifelong passion for the hospitality industry. She reflects, "Suffice it to say that my experience at the coal face' lit the spark which still burns bright today."

Professional Path

Worked through college with various hospitality jobs

Emma eagerly dove into hospitality, supporting herself through college with an array of jobs like cocktail bartending and waitressing. After graduating from Leeds University, Emma cut her teeth managing distressed pubs and nightclubs across the UK.



Emma Banks

Vice President of F&B Strategy & Development at Hilton

Her early career in pubs and nightlife in the UK

Helping to transform these establishments through strategic acquisition and targeted improvements, Emma recalls this formative period, "I spent a lot of my early career in the pub and nightlife sectors in the UK, across distressed businesses that were acquired to improve performance, create value, and sell."

Recent roles in the Middle East before Hilton

In recent years leading up to her position at Hilton, Emma broadened her hospitality horizons internationally, securing leadership roles based out of the flourishing Middle East region. These opportunities prepared her for the global stage.

Current Role & Mission At Hilton

Overseeing F&B strategy and development

As Vice President of F&B Strategy & Development, Emma oversees food and beverage innovation and growth across the Europe, Middle East & Africa regions for Hilton.

The quest to make Hilton an undisputed F&B leader

Since joining Hilton's ranks in 2019, Emma has been steadfastly "on a mission to make the company the clear leader in food and drink." After assembling an all-star regional team, Emma has spent the last five years bringing her F&B vision to reality.

The Person Behind The Leader

While professionally driven, Emma prioritizes family and wellness as her anchors amidst a demanding career.

Work-Life Balance

Family time with husband and daughter

Emma cherishes downtime with her beloved daughter Lily and husband Jon, along with their expanding brood of adopted rescue cats and dogs.



I am at my happiest when I am with my daughter Lily and my husband Jon – and our ever-growing menagerie of rescue cats and dogs.



Spin classes for stress relief

Yet this hospitality dynamo also needs outlets to burn off her

inexhaustible energy stores.

Emma's personal panacea?

Going full throttle on the spin bike, which helps her "find [her] inner 'chi.'"

She laughs, "Anyone who knows me knows that I find my inner 'chi' on a spin bike at a hundred miles an hour."

Dream Vacation

When time allows Emma to sneak away, she sets her sights Down Under for a trip exploring Australia and New Zealand's natural splendors by land and sea.

Having spent their childhood years in Asia and most of her adulthood trotting the globe for work, Emma names these Pacific adventures as her ultimate dream vacations.

"I most look forward to taking the time to properly travel the length and breadth of Australia and New Zealand with my husband Jon in the not-too-dim and distant future!"

Driving Hilton's Success

Since its founding in 1919, Hilton has been steadfastly guided by founder Conrad Hilton's aspirational vision of using hospitality to positively impact the world. This stalwart sense of purpose has powered the company through over a century of evolution at the forefront of the industry.

Company Vision & Philosophy

As Emma observes, "For 105 years Hilton has been driven by Conrad Hilton's vision that hospitality can be a force for good." Everything stems from this seminal belief that hotel experiences can truly transform people's lives for the better.

This empowers Hilton's secret sauce - an unwavering philosophical platform consisting of a clear vision,

mission, and core values that ground all decisions and innovations. Emma explains, "It ensures we are known as one, unified global brand, and gives our brand meaning.

This creates consistent emotional impact throughout the company and for all our audiences: Guests, Team Members, Owners, Shareholders, and Communities."

Innovations Enhancing Guest Experiences

Hilton stays ahead of guest demands by leveraging data and insight from its exclusive Hilton Trends Reports. Recent findings indicate that travelers seek more convenient, contactless experiences.

In response, Hilton has implemented digital check-in/out via their app and integrated mobile ordering and QR code menus across dining.

Guests also increasingly demand healthy, sustainable fare focused on local ingredients. Emma details, "Across the EMEA region we have ruthlessly prioritized plant-forward innovation and local sourcing."

For example, a new breakfast program expanded across Hilton and DoubleTree properties after success highlighting regional morning flavors.





Navigating Challenges, Achieving Greatness

With over 100 years of operation, Hilton has confronted endless obstacles from wars to recessions, adapting smoothly thanks to the company's steadfast foundational purpose and leadership ethos passed down through generations.

Withstanding Tests Of Time

Hilton stays resilient by clinging to founder Conrad Hilton's original purpose platform as its "clear north star" guiding business decisions amidst chaos. Emma explains that with this embedded roadmap, "the company proves far more adept at weathering any storm."

Milestones

This year Hilton clinched the coveted #1 spot on Fortune's Best Global Workplaces list — a testament to its unparalleled company culture fueled by attracting and retaining top talent over the past century.

Another guest-centric achievement is the rapidly expanding Waitographer initiative, with 12,000 servers across EMEA now trained in impromptu tableside photography to enhance dining experiences.



The Hilton Effect

With 6,500 properties globally, Hilton wields immense power to transform hospitality experiences and steer the broader industry toward more sustainable, purpose-driven operations.

Influencing Guest Experiences

Hilton continues to innovate ways to nudge consumers towards eco-friendly fare. For example, implementing carbon menu labeling across the UK to spotlight climate-smart dishes.

"These labels positively impact the behaviors of team members in menu development, as well as affording guests the opportunity to make climate-conscious decisions when ordering," Emma explains.

Digital conveniences like mobile ordering for contactless in-room dining also provide desired flexibility reducing friction points. Streamlining through technology ultimately allows staff to focus on meaningful personal interactions.

Hospitality Industry Impact

Green Ramadan reduced waste by 61% across 3 hotels in 2022, while Green Breakfast targeted 50% less waste in 13 UAE properties through food-saving measures.

Beyond operational waste reduction, these awareness campaigns spotlight sustainable best practices for other hospitality players.

The success also powered Hilton's leadership in climate-conscious culinary innovation now prioritizing carbon-labeling, upcycled ingredients, and plant-based menus to align dining with ecological responsibility.

The Road Ahead

Emma steers Hilton into the future guided by an empowering, empathetic leadership approach while keeping a sharp eye on budding industry trends from upcycled cuisine to eco-conscious expansions.

Emma's Leadership Approach

When asked about her methods as VP, Emma summarizes, "Leadership is the capacity to turn vision into reality. You cannot do that without surrounding yourself with top talent and letting them flourish."

Once the right teams are built, leaders must walk the walk - from ethical governance to supportive discipline.

Upholding Hilton's hospitality-focused values, Emma adds that effective leadership in this industry also "requires empathy and the desire to do the right thing, with some fun thrown in for good measure!"

Emerging Industry Trends

Emma predicts the continuation of current sustainable food trends like upcycled ingredients and plant-forward menus but accelerated. "I am delighted to see food waste being reimaged by leading chefs in an exciting epicurean upcycling trend — at Hilton, we have a continued focus on zero waste practices."

Far more than a trend, Veganism has moved on a pace to see a vegan replacement approach being taken by noteworthy chefs — these menus now sit front and center as part of the core offer."

Exciting Upcoming Hilton Projects

2024 will see multiple high-profile Hilton openings and events, like Waldorf Astoria Platte Island led by acclaimed Chef Jane-Therese Mulry. Emma also highlights a "hugely exciting partnership with Sushi Samba", with outposts launching in the Bahrain and Abu Dhabi properties.

On the eco-conscious end, Emma shares plans to dramatically expand the successful Green Ramadan initiative to reduce food waste. "The pioneering Green Ramadan project — which launched last year with 3 properties — has now rolled out to over 30 hotels this year across both EMEA and APAC supported by UNEP."



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Empathy in Practice: How Bricker Graydon's Client-Centric Approach Redefines Legal Excellence





Mina Jones Jefferson

Chief Culture & Engagement Officer at Bricker Graydon



With a career spanning over three decades, Mina Jones Jefferson has dedicated herself to cultivating meaningful connections and delivering unparalleled service within the legal sphere.



As Bricker Graydon's Chief Culture & Engagement Officer, her passion for fostering lasting relationships resonates through the firm's ethos, guiding its unwavering commitment to deeply understanding and empathizing with each client's unique needs.

Bricker Graydon's recent merger has amplified its ability to provide exceptional legal services rooted in deep empathy and understanding.

By combining the complementary

strengths of two respected Ohio-based firms, this dynamic partnership has unlocked a wealth of expanded capabilities, enabling it to better serve clients across diverse sectors while upholding its core values of trust, shared success, and an unwavering dedication to solving complex challenges.

With a rich history in both the private and public sectors, Bricker Graydon's attorneys bring a well-rounded perspective to every case, tailoring their approach to seamlessly align with each client's specific goals and circumstances.

This merger has not only broadened the firm's geographic reach but has also catalyzed an invigorating culture of collaboration, innovation, and personal growth — ensuring that clients receive unparalleled service from a team of passionate professionals committed to their success.

The Visionary Leader: Mina Jones Jefferson

Professional Journey

1. Early Years in Commercial

Litigation: Mina Jones Jefferson's illustrious career began in the trenches of commercial litigation, where she honed her legal acumen for nearly a decade, rising through the ranks from associate to partner.

It was during these formative years that she developed a passion for identifying and nurturing talent, actively engaging in the firm's recruiting and training endeavors.

2. Transition to Legal Education and Talent

Development: Driven by her zeal for cultivating rising legal minds, Jefferson made a pivotal transition to the University of Cincinnati College of Law.

Here, she directed the career development function, ultimately ascending to the role of Chief of Staff for the Dean.

For two decades, she dedicated herself to shaping the next generation of attorneys, instilling in them the values of professionalism, empathy, and a deep commitment to client service.

3. Return to Law Firm Arena as Chief People Officer: After her esteemed tenure in legal education, Jefferson's journey came full circle with her return to the law firm arena in 2021.

Joining a firm of 130 professionals, including 75 attorneys, as the Chief People Officer, she reignited her passion for talent acquisition and development, while also focusing on organizational

health and employee engagement — critical components of a thriving legal practice.

Current Role: Chief Culture & Engagement Officer

1. Fostering a Unified Culture

Post-Merger: When Bricker Graydon embarked on its transformative merger, Jefferson's role evolved to meet the demands of this pivotal transition.

As the Chief Culture & Engagement Officer, she has become the driving force behind unifying the firm's culture, seamlessly blending the strengths and values of the two legacy firms into a cohesive, dynamic whole.

2. Emphasizing the Importance of "Culture Eating Strategy":

With an acute understanding that a strong, aligned culture is the bedrock of any successful organization, Jefferson firmly believes that "culture eats strategy for breakfast."

Her unwavering commitment to fostering an environment that celebrates diversity, collaboration, and a shared vision for excellence has been instrumental in ensuring Bricker Graydon's post-integration success.

Through her visionary leadership, Mina Jones Jefferson has become a guiding force within Bricker Graydon, championing the firm's core values of trust, empathy, and a relentless pursuit of client satisfaction.

Her journey exemplifies the power of passion, perseverance, and a deep-rooted belief in the transformative potential of cultivating exceptional legal talent.

Building Meaningful Client Relationships

Bricker Graydon's Approach

1. Committed to being an "indispensable partner" by forging lasting bonds with clients built on trust, deep understanding, and shared success.



2. Core values of trust, understanding, and shared success guide the delivery of professional, proficient legal services tailored to unique client needs and goals.

Success Story

1. Combining legal expertise with genuine empathy has yielded remarkable results, though details remain confidential.
2. The merger expanded the firm's services and expertise, now offering comprehensive solutions previously unavailable.

Bricker Graydon understands true partnership transcends transactions. By fostering trust, empathy, and shared success, the firm guides clients through complex legal challenges with unwavering dedication.

Expanding Geographic Reach, Enhancing Client Services

Strategic Expansion

1. Now 12 offices across Ohio, Kentucky, and Indiana to better serve clients and communities through increased presence and accessibility.
2. The upcoming strategic plan will guide future growth and enhance the range of client services.

Complementary Practices from Merger

Blended public sector expertise with private sector focus, creating powerful synergies. Allows offering tailored, comprehensive solutions transcending boundaries by leveraging collective knowledge and experience.

The strategic expansion aligns growth with client/community needs. Harnessing complementary practices positions Bricker Graydon to redefine legal service delivery boundaries.

Tailoring Legal Services Across Sectors

Ensuring Proficient and Customized Solutions

1. Treating Client Interactions as True Relationships: At Bricker Graydon, client interactions are not merely transactions; they are true relationships built on a foundation of trust, understanding, and shared goals.

The firm's attorneys recognize that each client's needs are unique, shaped by the nuances of their industry, organizational culture, and individual circumstances.

It is this profound appreciation for the human element that underpins Bricker Graydon's ability to deliver proficient and customized legal solutions.

2. Dedicated Partnership in Solving Problems: Bricker Graydon approaches every engagement with a collaborative spirit, positioning itself as a dedicated partner in solving its clients' most pressing challenges.

Rather than merely providing legal counsel, the firm's attorneys immerse themselves in their clients' worlds, gaining a comprehensive understanding of their objectives, pain points, and long-term aspirations.

This deep-rooted commitment to partnership empowers Bricker Graydon to craft tailored strategies that address the root causes of issues, paving the way for lasting solutions.

Cross-Sector Success Story (Anonymous For Confidentiality)

1. Leveraging Combined Experience in Public and Private Sectors: While the specific details must remain confidential, Bricker Graydon's ability to leverage its combined

experience in both the public and private sectors has proven invaluable in achieving remarkable outcomes for its clients.

By drawing upon the diverse expertise and perspectives of its attorneys, the firm has demonstrated a unique capacity to navigate the intricate legal landscapes of both domains.

2. Achieving Positive Outcomes Through Expanded Capabilities: The merger has amplified Bricker Graydon's capabilities, enabling it to deliver positive outcomes that were previously unattainable for either of the legacy firms individually.

By harnessing the collective strengths of its combined talent pool, the firm has successfully tackled complex legal challenges, providing clients with comprehensive solutions that transcend traditional boundaries.



Far more than a trend, Veganism has moved on a pace to see a vegan replacement approach being taken by noteworthy chefs — these menus sit front and center as part of the core offer."

Bricker Graydon's commitment to tailoring its legal services across sectors is rooted in a profound understanding that true excellence lies in the ability to adapt and evolve.

By treating each client interaction as a sacred partnership, and by leveraging its diverse expertise across the public and private spheres, the firm has positioned itself as a trusted ally, capable of delivering proficient and customized solutions that drive lasting success.

Fostering Professional Growth And Thriving Culture

Supporting Attorney Development

1. Collaborative goal setting aligns firm objectives with attorneys' aspirations.
2. Nurtures attorneys as thought leaders through publishing, events. Encourages community engagement.



The Pivotal Role Of Professional Staff

Key Department Contributions

1. Finance, accounting, marketing, and IT teams are crucial for financial management, branding, operations, and technology.
2. These departments collaborate to manage systems supporting core operations like e-billing, pricing, and business development.

Career Growth Opportunities

1. Increasing roles in e-billing, pricing, and profitability to drive financial innovation and efficiency.
2. Need for change management professionals to navigate transformations, and c-suite business development driving strategic growth.

Bricker Graydon's professional staff across departments play an indispensable role. The firm fosters an environment valuing their skill growth, innovation, and collaboration for overall success.

Future Vision And Continued Commitment

Forthcoming Strategic Plan as "North Star"

A comprehensive strategic plan will guide Bricker Graydon's future decisions and actions for continued growth, innovation and exceptional legal services delivery.

What Sets the Firm Apart

1. Personal approach tailoring experiences to each attorney's needs and well-being.
2. Foster's entrepreneurial mindset - innovation, risk-taking, exceeding client expectations.

Bricker Graydon invests in attorney development through personalized growth opportunities within a supportive, thriving culture. This holistic approach empowers success for both attorneys and the firm.

Unwavering Client Focus

The firm's core ethos remains solving clients' complex problems through innovative solutions leveraging collective expertise, measuring success by tangible client impact.

Fostering Lasting Client Relationships

Bricker Graydon is committed to building lasting client partnerships based on empathy, understanding unique needs, and cultivating trust and mutual respect.

Guided by its strategic plan and client-centric values, the firm will continue redefining legal service boundaries while making an indelible impact.

Parting Note

Bricker Graydon exemplifies excellence in fostering lasting client relationships based on empathy, trust, and shared success. The firm seamlessly merged through visionary leadership, emerging as a powerhouse with expanded reach and complementary expertise.

Experience Bricker Graydon's exceptional services as an indispensable partner. With deep knowledge across sectors and dedication to understanding unique client needs, the firm delivers tailored solutions that drive lasting success.

Partner with a team built on trust, empathy, and commitment to excellence. Unlock your legal goals through professionalism, proficiency and relentless pursuit of positive outcomes.





“

WHATEVER IT IS THAT YOU THINK YOU WANT TO DO, AND WHATEVER IT IS THAT YOU THINK STANDS BETWEEN YOU AND THAT, STOP MAKING EXCUSES. YOU CAN DO ANYTHING.

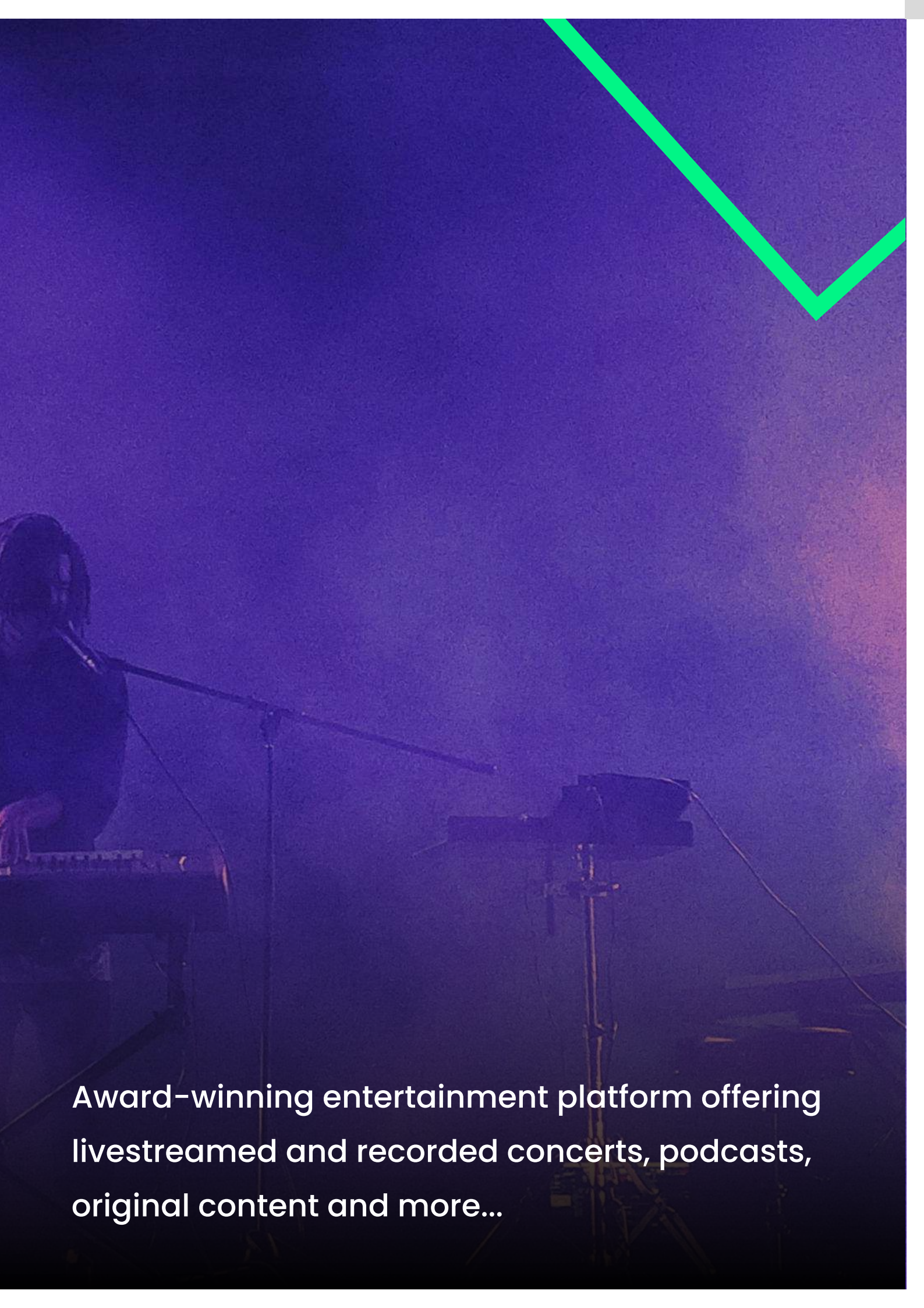
”

— KATIA BEAUCHAMP, CO-FOUNDER AND CEO, BIRCHBOX.

A musician is seen from the side, playing a keyboard on a stage. The scene is bathed in deep purple light, with a soft, circular glow emanating from the center of the background. The musician's hands are positioned on the keys of the keyboard, which is mounted on a stand. The overall atmosphere is moody and artistic.

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Article

Business Mavericks Leading Transformation in 2024

Apple Vision





Pro

How Apple Aims To Augment Medicine With Vision Pro's Breakthrough Extended Reality

Extended reality (XR) is an umbrella term encompassing augmented reality (AR), virtual reality (VR), and mixed reality technologies that immerse users in digital environments and superimpose computer-generated sensory inputs onto the real world.

The healthcare industry is increasingly embracing XR across the patient care continuum given its ability to enhance visualization, simulation, and telemetry in innovative ways not previously possible.

From 3D anatomical modeling to virtual twinning of operating rooms, XR has the potential to revolutionize surgical planning, physician training, and patient education.

The key value propositions include improved treatment personalization, accelerated learning, reduced costs, and expanded access to high-quality care. However, real-world adoption has been gradual given the nascency of hardware solutions, software platforms, infrastructure readiness, and lack of regulatory clarity.



Overview Of Apple's Vision Pro Headset And Capabilities

Announced in January 2023, Apple's Vision Pro represents a breakthrough in the spatial computing headset arena featuring best-in-class graphics, simulation capacity, and connectivity. Weighing just over 1 pound, the sleek ergonomic design houses dual 4K OLED displays spanning a combined 120-degree field of view along with 10+ sensors for spatial and gesture tracking.

The headset packs onboard storage and memory capabilities exceeding most laptops while harnessing the processing muscle of Apple's flagship M2 chip.

This enables graphically intensive XR workflows including multi-user shared experiences, precision overlaying of digital assets, and lifelike renderings of everything from patient anatomy to operating room equipment.

With expansive sound reproduction, intelligent text input, and intuitive controls, Apple is positioning Vision Pro

as the epicenter for next-generation immersive healthcare applications from surgical planning to physician training and patient education.

Its computing foundation sets the stage for the seamless adoption of emerging AI, cloud analytics, IoT, and allied technologies maximizing the disruptive potential of XR across the care continuum.

Vision Pro Headset Hardware

As the vanguard device ushering in Apple's spatial computing aspirations, Vision Pro boasts custom-designed hardware representing orders of magnitude improvements over preceding AR/VR headsets.

By integrating best-in-class displays, sensors, computing power, and industrial design ergonomics, Vision Pro aims to unlock immersive experiences previously encumbered by technological limitations.

Twin micro OLED displays each offer a resolution exceeding 2K in a lightweight

form factor totaling just over 1 pound with the headband. The combined field of view spans 120 degrees with seamless 60Hz video playback delivering a sense of presence and immersion thus far unmatched.

Onboard computing leverages Apple's workhorse M2 chip including a dedicated media engine. With CPU performance rivaling a MacBook Pro, the headset packs 16GB of ultra-fast unified memory and 256GB SSD expanding the boundaries for graphics, simulation, connectivity, and multi-tasking.

An array of 10+ sensors handles everything from positional tracking to spatial mapping and scene reconstruction. Hand tracking is achieved via dual on-device cameras while LiDAR depth sensing enables real-time room scanning. Additional cameras capture video for mixed-reality compositing and external viewing.

Ergonomic Design for Medical Use

In designing Vision Pro hardware for comfort during extended medical workflows, Apple emphasized adjustability, weight distribution, and sanitizable

materials. The open-back headband features a ratcheting knob for cup adjustment while lightweight carbon fiber material offsets front heaviness.

The clinical white finish resists stains and residues while allowing easy disinfection after each use. Swappable nose pieces cater to comfort levels and facial geometries. Overall, Vision Pro's ergonomic design makes it suitable for lengthy surgical planning or simulation sessions without strain or visual fatigue.

Medical Applications And Use Cases

Spanning the patient care continuum from diagnosis through recovery, Vision Pro unlocks a new generation of medical applications harnessing the disruptive power of spatial computing.

Surgical Planning and Simulation

Leveraging LiDAR scanning and AI-driven segmentation algorithms, Vision Pro creates interactive 3D renders of



patient anatomy with far greater veracity and depth perception compared to traditional 2D imaging modalities.

Physicians can digitally zoom into specific anatomical structures, measure dimensions to sub-millimeter precision, and immerse themselves within the operative zone—exploring incision approaches and internal navigation pathways pre-operatively to a level of detail thus far impossible.

Complex surgeries can be simulated repeatedly, equipping surgical teams to account for contingencies and refine procedural sequencing to minimize errors and enhance patient safety during the actual surgery.

Physician Training

Through Vision Pro, resident physicians, and nurses can access libraries of interactive simulated procedures spanning routine to specialized surgeries. Expert commentary overlaid in real-time explaining anatomical nuances and proper instrumentation techniques, and techniques.

Remote proctoring also opens up training pathways allowing veteran physicians to look through the trainees' eyes, and guide spatial annotations, fostering life-like operating room environments cost-effectively.

Patient Education and Consent

Rather than static brochures and surface-level descriptions, Vision Pro provides patients with an immersive window into planned treatments, medications, and post-procedural care

regimens. Patients can self-navigate 3D renders of their actual anatomy, envision planned surgical repairs, and familiarize themselves with equipment usage—greatly enhancing knowledge and comfort.

Vision Pro further presents a transformational upside for informed patient consent processes before invasive treatments. Legal risks for healthcare providers are also mitigated by confirmation of patient understanding.

Benefits For Healthcare

As an expansive spatial computing platform, Vision Pro stands to confer substantive benefits across the healthcare ecosystem spanning enhanced patient outcomes, improved efficiency and cost savings, and democratized access to high-quality treatment.

Improved Patient Outcomes

By facilitating hyper-realistic 3D anatomical reconstructions and immersive surgical planning, Vision Pro allows physicians to optimize procedural approaches resulting in less invasive surgeries, smaller incisions, faster recovery times, and reduced complications.

The headset further enables continuous physician training refinement through simulated rehearsals.

Reduced Costs and Enhanced Efficiency

From expedited surgical theatres to remote expert guidance, Vision Pro unlocks myriad workflow enhancements that translate to cost savings. Operating rooms can be digitally



replicated allowing full procedural rehearsals without resource overheads.

Expert mentoring is also democratized lowering costs associated with traditional medical training and education.

Democratized Access to Care

By virtualizing expertise, Vision Pro expands patient access to high-quality care irrespective of geography. Top physicians can proctor complex treatments remotely while

nurses guide patients through routine post-operative care virtually.

AR-based tools further empower patients to self-diagnose issues accurately. Combined with emerging telehealth infrastructure, Vision Pro helps democratize best-in-class healthcare.

The convergence of spatial computing, connectivity, and medical-grade capabilities makes Vision Pro a truly transformative platform set to reshape healthcare

experiences for all stakeholders.

Challenges And Limitations

While Apple's Vision Pro platform represents a technological quantum leap for spatial computing in medicine, real-world implementation faces an array of challenges requiring mitigation.

Risk management across clinical, regulatory, privacy,

and accessibility dimensions will dictate the pace of mainstream adoption.

User Adoption and Accessibility Barriers

As an emerging modality, vision prosthesis use cases require physician mindshare and workflow integration. Holistic training to drive user adoption is imperative. Frontline staff such as nurses will also require guidance to harness Vision Pro tools to improve patient experiences. Institutional inertia must additionally be overcome.

The headset's steep \$3000 price point also hinders accessibility for many hospitals and clinical centers—especially in emerging geographies. Subsidized or shared deployments that may be necessary to democratize access until economies of scale bring down pricing.

Regulatory Hurdles

While software and apps qualify as non-medical SAAS offerings, Vision Pro's intended use for diagnosis and treatment guidance opens up regulatory risk.

Stringent protocols around



quality assurance, data security, efficacy validation, and liability management will need to be surmounted to achieve FDA approvals globally. This may necessitate restrictive feature sets in initial commercial iterations.

Privacy and Security Concerns

A key priority around Vision Pro-based tools for patient diagnosis or data visualization is stringent privacy preservation and enterprise-grade security protocols given the highly sensitive personal information involved.

Data encryption, access controls, and cyber threat management require careful navigation to maintain consumer trust and provider credibility.

By proactively addressing these multi-faceted challenges, Apple can enable Vision Pro's responsible yet rapid integration into tomorrow's healthcare infrastructure.



Emergence of New Applications

Beyond leading with surgical visualization, physician training, and patient education, Vision Pro's spatial computing foundation is expected to expedite new medical use cases. As developers tap into 3D mapping, simulation, and sensing toolkits, innovative apps spanning rehabilitation, telehealth, robotic surgery assist, and early diagnosis may emerge.

The Road Ahead

While substantial obstacles exist, Vision Pro has firmly aligned Apple as the prime innovator leading healthcare's spatial computing revolution. Continuous technological and ecosystem advancements will further the platform's disruptive potential across medical domains.

Overcoming Challenges via Innovation

Apple is strategically placed to leverage its pedigree of human-centered design and engineering excellence to

surmount adoption barriers. Intuitive interfaces, expanding use case libraries, and multi-stakeholder partnerships will drive integration with provider workflows.

Regular hardware upgrades will also maintain competitive differentiation. Future headset iterations are expected to be lighter, faster, and more immersive—catering to the comfort and capabilities requisites of various clinical applications.

Spearheading the XR Healthcare Revolution

Underpinning telehealth infrastructure modernization, Vision Pro has effectively inaugurated spatial computing's coming of age within the healthcare arena. Although substantial runway exists, Apple is strategically poised to continue building ecosystem synergies, mitigating risks, and exploring new frontiers where visual computing intersects medicine.

Within the next decade, Vision Pro promises to be remembered as the technological impetus behind healthcare's XR revolution—helping unlock the next generation of patient experiences while saving lives.

Conclusion

As outlined, Apple's recently unveiled Vision Pro spatial computing headset holds remarkable promise to fundamentally reshape key dimensions of healthcare spanning surgical planning, physician training, patient engagement, and even early diagnosis.

By merging state-of-the-art display resolution, immersive 3D reconstruction, intuitive gesture controls, and unparalleled processing muscle, Vision Pro has effectively set the benchmark for extended reality solutions enhancing everything from anatomical visualization to simulated rehearsals.

Already garnering enthusiasm across leading hospitals and medical technology pioneers, Vision Pro adoption is expected to improve patient outcomes, optimize procedural efficiency, lower costs, and help democratize emerging best practices globally.

However, for such ambitious potential to manifest fully, compelling enterprise-grade security, privacy safeguards, and regulatory compliance will be imperative—especially for patient data access and advanced clinical workflows. Responsible innovation spanning technological, commercial, and ethical dimensions are vital.





Yet Apple is strategically positioned to overcome these multi-faceted challenges through relentless cross-functional R&D pursuits and forging synergistic health sector partnerships worldwide. With continuous improvements across comfort, capability, and connectivity parameters, Vision Pro successors may push spatial computing's medical utility even further over the coming decade.

As the gateway device ushering XR's expansion into healthcare, Vision Pro has firmly positioned Apple at the vanguard of this computing paradigm shift. Looking ahead, Vision Pro will likely be remembered as the technological impetus that helped unlock medicine's next revolution—empowering providers to save and enrich many more lives globally via tools once unimaginable.

About

Business Mavericks Leading Transformation in 2024

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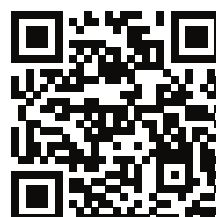
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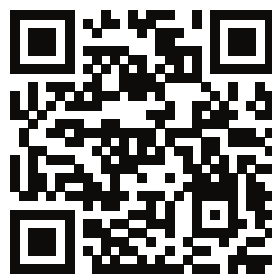
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