

# DR. CERIDWYN KING, PH.D.

Ceridwyn King joined the White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management in 2022. With an extensive marketing background, Dr. King is an experienced industry consultant and researcher. Before becoming an academic, she served as the head of marketing for Conrad Jupiter's Hotel and Casino on the Gold Coast, Australia. She has also held various marketing positions with Starwood Hotels and Resorts and is the founder and principal consultant for Seed – Strategic Marketing Solutions. Before joining Purdue University, Dr. King served as a professor at Temple University in the School of Sport, Tourism and Hospitality Management, where she was the founding chair of the Tourism and Hospitality Management Department, advancing department and faculty endeavors during her 4-year term from 2016 to 2020.

Her research focuses on service management and marketing, emphasizing the internal stakeholders' role in realizing marketing strategies to create competitively sustainable service experiences. She is a leading international scholar in hospitality brand management and is regularly engaged as an expert witness in this field. She has recently completed her term as the Editor-in-Chief of Services Marketing Quarterly and is the Associate Editor of Journal of Hospitality and Tourism Research and Co-ordinating Editor of International Journal of Hospitality Management. Additionally, she serves on the editorial boards for International Journal of Contemporary Hospitality Management, Cornell Hospitality Quarterly and the Journal of Service Management.

Dr. King's research and teaching accomplishments have been recognized with several awards. She was named Paul Anderson Research Fellow in 2017 and Arthur F. McGonigle Research Fellow in 2021. In 2018, she was recognized for being in the top ten of highly cited research faculty in the Fox School of Business and the School of Sport, Tourism and Hospitality Management, Temple University and in 2020 she was awarded the High Achievements in Sponsored Projects Award from the Fox School of Business. In collaboration with Temple University's Small Business Development Center, she was the founding co-director of the Center for Hospitality Resilience, an SBA federally funded initiative to help small tourism and hospitality business navigate the impacts of COVID-19.



White Lodging Services Head and Professor,  
Purdue University

PANELIST

# DARIEN LONG

Darien Long is Senior Vice President, Specialty Access Control Solutions, including Hospitality, Vacation Rental, and Workforce Solutions, for dormakaba North America. With a proven track record in hospitality software, guest experience, and hotel operations, Long spearheaded a transformative go-to-market strategy that propelled dormakaba's hospitality business to achieve double-digit annual growth.

As a prominent voice in the industry, Long actively participates in events such as Smart Spaces 2024, where she emphasizes the critical importance of robust credential management. Long is also an advocate who champions awareness of human trafficking. Most recently, she was named by the Security Industry Association (SIA) as 2025 honoree for the SIA Women in Security Forum (WISF) Power 100.

Long holds a degree from Tarleton University, a division of Texas A&M.



Senior Vice President, Specialty Access Solutions,  
dormakaba North America

# SHANNON MCCALLUM

As Vice President of Hotel Operations for Resorts World Las Vegas, Shannon McCallum oversees and executes the strategic direction of all hotel functions such as front desk, front services, VIP services, spa, housekeeping, facilities, horticulture, floral, pool, uniforms, concierge, reservations, telecommunications and more. McCallum is responsible for creating and implementing new innovations to enhance the guest experience, developing short and long-term goals to generate revenue for the property's three hotel brands – Las Vegas Hilton, Conrad Las Vegas and Crockfords Las Vegas. In her role at one of the Strip's newest integrated resorts, McCallum works to create an environment that motivates team members to perform at their best, further developing the Resorts World Las Vegas brand and establishing its reputation in the Las Vegas market. She looks forward to refining the operations and the innovative technology that enhances the guest and employee experience, continuing to focus on driving a culture of service excellence.

McCallum brings more than 35 years of experience in the hospitality industry throughout the U.S. and Canada with some of the industry's largest and most respected brands. She most recently served as Vice President of Hospitality for Volan Technology, where she was responsible for leading the company's Hospitality Division. Before her time at Volan, McCallum was Vice President of Operations for both ARIA Resort & Casino and Vdara Hotel & Spa as part of her nearly ten years with MGM Resorts International in Las Vegas. Her daily duties included overseeing more than 20 departments and ensuring the highest level of service was maintained throughout the 5,500+ rooms and suites that were under her purview. McCallum also spent 15 years with Fairmont Hotels and Resorts in several management and executive roles with the world-renowned luxury brand.

McCallum is an Executive Board Member for the Nevada Hotel and Lodging Association and previously served as the Chair of the Nevada Hotel and Lodging Foundation. Additionally, she is a Global Board of Director for Hospitality Financial and Technology Professionals Association and a Board Advisor to the HITEC Advisory Council. Within the Southern Nevada community, she serves as an Executive Board Member of the Nevada Women's Chamber of Commerce and resides on the Board of Directors for the Southern Nevada Public Television (Vegas PBS). Notably, McCallum was a co-chair for the 2024 Las Vegas Super Bowl Host Committee focused on Hotel Housing and Operations and a former member of the Forbes Travel Guide Standards Advisory Council representing Global Gaming properties. She was recognized as Hotelier of the Year for the State of Nevada in 2015 and named in the top 100 hospitality professionals in the USA by Global Hospitality Magazine in January 2024.



Vice President of Hotel Operations,  
Resorts World Las Vegas

P A N E L I S T

# ANDREW PIRRET

Andrew Pirret is SVP Product at Alliants. Andrew joined Alliants from Four Seasons where he held the position of Director of Digital Operations, looking after both digital guest experience and staff operational systems. During his time there, he developed and ran the Four Seasons Mobile App, Chat platform and Concierge system. During Andrew's tenure, Four Seasons moved from 17th to 1st in the Luxury Hotel Digital IQ Index. Before this, Andrew worked at the Four Seasons London and Hampshire properties and One Hyde Park, a Mandarin Oriental Residence in various operational roles.



Senior Vice President, Product  
Alliants



PANELIST

# JIM GIST

With an extensive career in hospitality technology spanning over forty years, Jim is renowned for his deep expertise in wireless, networking, and automation systems. He has played a pivotal role in the consultation, design, implementation, and management of technology solutions for some of the most prestigious integrated resorts globally. This includes his significant contribution to the successful launch of the Fontainebleau Las Vegas. His past experiences include CEO for JBA Global Engineering, CMO for Unifi Labs, Vice President for Control4 and AMX.



Chief Advisor,  
Gist Advisors

P A N E L I S T

# ANDY TODD

Andy is a next-gen thinker with over 10 years of experience at IHG Hotels & Resorts bridging Product, Operations, Brand and Loyalty teams to bring big ideas to life. He is responsible for managing IHG's strategic vision and roadmap to deliver transformative solutions across IHG's 20 brands and 6000+ hotels worldwide. Recent work includes the rollout of award-winning Wi-Fi experiences, the relaunch of IHG's Webby-awarded IHG One Rewards mobile app, Digital Check-in and Digital Checkout solutions and various solution pilots to advance cloud-enabled Smart TV experiences, connected room, mobile F&B ordering and more.



Vice President, Digital Guest Experience & Hotel Enablement  
IHG Hotels & Resorts