

Who are our Speakers?



Eugenio Pirri as the chief people & culture officer for the London-based Dorchester Collection, Eugenio and his team are responsible for all aspects of human resources, learning & development, employee & guest engagement, innovation, corporate responsibility and the Dorchester Collection Academy, working with all functions in the business to ensure our people are the cornerstone of every business decision.

Eugenio Pirri is a well-rounded professional with an exceptional background in people leadership, organisational development, people practices, education, development and operations, as well as global experience within diverse cultures and attitudes. He leads the business and change by thoughtfully challenging the status quo, disrupting traditional ways of thinking, showing common ground where needed and building long term sustainable people and strategic initiatives.

Eugenio has over 30 years of operations and people resources experience, a proven success record in people management, operational performance, human resources, organisational development, finance, change management, employee relations, and is grounded in a holistic approach to employee and guest engagement within all constituents of the business. He has knowledge and experience operating and managing in several countries including the UK, Canada, US, France, Italy, Germany, Switzerland and Japan.

He and his team have been awarded several accolades including 'Distinction in Talent Management' by the HR Distinction Awards, 'Excellence in Employee Engagement' from HR in Hospitality and 'Employee Engagement Company of the Year' by the Employee Engagement Awards. Eugenio has been recognised as 'HR Director of the Year' and for the past five years, has been ranked in the top ten in *HR Magazine's* 'HR Most Influential' list.



Ana Brant serves as a Director of Global Guest Experience and Innovation for London's based Dorchester Collection. Ana is also currently pursuing a Doctorate Degree with a concentration in luxury brand management from Pepperdine University in Malibu, California.

Brant's innovations in customer experience led to many articles in the Harvard Business Review and speaking engagements at many prestigious institutions such as Cornell, Harvard and Wharton University.

Ana holds a Bachelor's of Science in Hotel & Resort Management and a Master's of Science in Service Leadership & Innovation, both from the Rochester Institute of Technology in New York. At Cornell University she earned executive certifications in Strategic Leadership, Customer-Focused

Product & Service Design, and Project Leadership. At Stanford University she earned the Innovation & Entrepreneurship Certificate.

A native of Croatia, and based in Los Angeles she splits her time between North America and Europe.



Beth Aarons serves as a Global Director for Dorchester Collection Academy. Beth has over 25 years' experience as both a strategic and operational HR Director in the luxury hospitality environment in the UK and in Europe.

With a focus on talent management, Beth has worked in complex, matrix/multi-site organisations. She has developed people strategies in line with the corporate mission, vision and values and has helped to develop a clear company culture, which is reflected in those values. As a result she has been able to impact on bottom line profit and maximise the skills in the business to ensure the delivery of exceptional customer service. Some of her specialist areas include: business openings, managing rapid company change, and delivery of commercial, behavioural and management programmes.