Urban Land North Texas Institute

# ULI North Texas
# What's NEW, What's NEXT!
## Hotel Development Product Council in North Texas
***The North Texas Lodging Market***

**Panelists:** **Chuck Bedsole, Managing Director, Hospitality and Leisure Group, Alvarez & Marsal**
**Manuel Bremont, Senior Director, Hospitality and Leisure Group, Alvarez & Marsal**

**Embree C. "Chuck" Bedsole** is a Managing Director and the Global Leader of A&M's Hospitality & Leisure Group. He advises companies from the United States, Latin America, and Europe on hospitality, tourism and real estate projects across the globe. Mr. Bedsole has more than 36 years of industry experience, including eight years with Big Four professional service firms and five years of corporate level experience with hospitality companies in the areas of acquisitions, development, finance and marketing. He has substantial domestic and international experience with various hospitality asset types including hotels, mixed-use resort developments, hotel condominiums, interval ownership, all-inclusive resorts, and marinas. He also has significant experience with residential, commercial and industrial projects in Latin America.

Bedsole's advisory experience includes strategic planning, asset management, due diligence, feasibility, valuation, marketing and financing engagements for multinational companies, capital sources, developers, financial institutions and governments in major markets in the US, Caribbean and Latin America. His clients have included significant private equity funds, investment banks, bankruptcy estates, institutional capital sources and international lodging companies.

Mr. Bedsole received a degree in business administration from the University of Texas at Austin in 1982, and is fluent in Spanish and conversant in Portuguese. He is a founding sponsor of the Mexico Resort Development Conference and a lead sponsor of the Dallas Hotel Conference and the Hospitality Law Conference. He is a frequent speaker at key industry conferences on lodging and real estate development in the US and Latin America. He has authored numerous articles for industry publications, including GlobeSt.com, National Hotel Executive, and Hotels magazine. He has also been a guest lecturer for the University of Texas at Arlington's Certificate in Property Repositioning program and the Graduate Student Association Research Colloquium at the Conrad N. College of Hotel & Restaurant Management.

**Manuel Bremont** is a Sr. Director with A&M's Hospitality & Leisure Group and brings more than 16 years of hospitality and real estate industry experience in the US, Europe, Latin American and the Caribbean. Mr. Bremont's domestic and international experience in hospitality products includes hotels, mixed-use resort developments, hotel condominiums, conference centers, timeshares, fractionals and destination clubs. During his tenure at A&M Mr. Bremont has advised public entities, multinational development companies, financial institutions, international lodging companies, law firms, private equity funds and investment banks. His advisory experience is broad and includes site selection, strategic planning, market and feasibility analysis, operations diagnostics, market, financial and operations due diligence, operator search and selection, interim/asset management, restructuring, litigation support and M&A.

Mr. Bremont's notable assignments include his participation in the interim management of an 8,000-acre, master-planned resort development located in Baja California Sur, Mexico. This community included a hotel, golf course, resort amenities and a substantial, multi-phase "second–home" building operation. He also served as part of the team managing the Lehman Brothers Holdings, Inc. bankruptcy estate, the largest corporate bankruptcy in US history. As part of the overall restructuring activities, he assisted with the strategic review, asset management and disposition efforts of approximately $5 billion in hospitality assets. In addition, Mr. Bremont has been involved in numerous litigation support assignments spanning from wrongful contractual termination claims, to the valuation of a lodging platform in connection with a partnership dispute, and the real property settlement negotiations and claims evaluation process associated with the Deepwater Horizon oil spill.

Prior to joining A&M, Mr. Bremont worked in hotel operations at the Hampton Inn Hobby Airport and the Hilton University of Houston located in Houston, Texas. He earned a bachelor's degree in Hotel and Restaurant Management (magna cum laude) from the Conrad N. Hilton College at the University of Houston and is fluent in Spanish. He has authored articles on lodging market trends in Los Cabos, Mexico and the British Virgin Islands, and has served as panel moderator and speaker at the Hospitality Law Conference. Mr. Bremont has also been invited as guest lecturer for the Conrad N. Hilton College's undergraduate and graduate programs.