



RETAIL
EXPANSION[®]
Summit & Expo

ATTENDEES

Retail Expansion Summit & Expo 2026

ATTENDEES

John Papastergiou
Partner, Canada and Mexico
% Arabica
Toronto, CANADA

Aaron Harris
Investor
3833 Capital
Torrance, UNITED STATES

Patricia Vélez
Founder & CEO
Ambiente Gourmet
Medellín, COLOMBIA

Josefina Moisés
Director
AMEFIBRA
Mexico City, MEXICO

Diego Cosío
Executive President
ANTAD
Mexico City, MEXICO

Annie Cardinal
VP International | Global Expansion
Ardene
Montreal, CANADA

Esthela Adriana Ramírez
Directora Administrativa
Atentik
León, MEXICO

Isabel Martínez
Gerente
AVIA
Guatemala, GUATEMALA

Brenda Ivonne Murillo Pimentel
Relationship Executive
Bankaool
Mexico City, MEXICO

Max Craig
Managing Director
Beauward Immobilier
Baie-d'Urfé, CANADA

Mick Jain
President
Blondies Pizza
Mississauga, CANADA

Luca Marcato
Head of Business Development &
Real Estate
Brunello Cucinelli
Milan, ITALY

Elizabeth Paola Huitrón
Managing Director, Retail Portfolio
Services
CBRE
Mexico City, MEXICO

Daniel Arturo Aguiñaga Ramírez
Transaction Coordinator
CBRE
Mexico City, MEXICO

Karina Segura
Gerente General
Centro Comercial Paseo de las Flores
Alajuela, COSTA RICA

Asdrúbal Vargas
Gerente de Mercadeo
Centro Comercial Paseo de las Flores
Santo Domingo, COSTA RICA

Mario Centola
EVP & COO, International Operations
and Worldwide Franchising
Chuck E. Cheese
Dallas, UNITED STATES

Diego Javier Novoa Burgos
LATAM Director
Church's Texas Chicken
Mérida, MEXICO

Adrian Aguilera
Expansion Director
Cinépolis
São Paulo, BRAZIL

Eduardo Ramírez
CEO
Citelis
Monterrey, MEXICO

Edgar Arredondo
CEO
Cloe
Zapopan, MEXICO

Ismael González
Legal Representative
Cloe
Zapopan, MEXICO

Carlos Ruiz Velasco Tapia
Chairman of the Board
Cloe
Zapopan, MEXICO

Primo García
Retail Director
Colliers International
Mexico City, MEXICO

Guillermo Barron Flores
CFO
Conquer
Culiacán, MEXICO

Alejandro Guzmán García
Deputy Commercial Director
Conquer
Mexico City, MEXICO

Alejandro Luna Hornelas
CEO
Conquer
Mexico City, MEXICO

Andrea Bravo
Business Development
CREA Soluciones Patrimoniales en Bienes Raíces
Mexico City, MEXICO

Fabián Sanchez Cedillo
Presidente Ejecutivo
CREA Soluciones Patrimoniales en Bienes Raíces
Mexico City, MEXICO

Federico Tejado Bárcena
CEO
Crumbl
Mexico City, MEXICO

Mauricio Escalona
Comercial Manager
CTU
Chihuahua, MEXICO

Mauricio Marulanda
Gerente de Ventas
Cueros Vélez
Medellín, COLOMBIA

Jorge Alberto Rodríguez Ospina
General Manager
Cueros Vélez
Medellín, COLOMBIA

Retail Expansion Summit & Expo 2026

ATTENDEES

Lorena Martín del Campo
Commercial
Cushman & Wakefield
Mexico City, MEXICO

Brandon Gerstner
General Manager, Latin America &
Caribbean
Dairy Queen
Minneapolis, UNITED STATES

Glenn Curth
International Development |
Franchise Growth & Global
Expansion Leader
Darden
Orlando, UNITED STATES

Miguel Ángel Sánchez Candón
CEO Mexico
Decathlon
Mexico City, MEXICO

Sarah St-Jean
Trade Commissioner
**Delegación General de Québec en
México**
Mexico City, MEXICO

Mark Levis
Sr. Director Franchise Development
Denny's
Spartanburg, UNITED STATES

Nader Talebzadeh
Director International Operations
Denny's
Spartanburg, UNITED STATES

Joseph Quijano
Senior Vice President
Dialectic
Kansas City, UNITED STATES

Daniela Coronel
Gerente de Marketing
DK Management Services
Quito, ECUADOR

Jaime Vinicio Leiva
Gerente General
DK Management Services
Quito, ECUADOR

María Augusta Terán
Gerente Comercial
DK Management Services
Quito, ECUADOR

Topiltzin Arredondo
Director
Edicon
Mexico City, MEXICO

María Villarreal
Director
Edicon
Mexico City, MEXICO

Gerson Garza Tijerina
Director
El Búho Ferretero
Torreón, MEXICO

Mariana Garza Tijerina
Real Estate
El Búho Ferretero
Torreón, MEXICO

Natalia Garza Tijerina
Managing Director
El Búho Ferretero
Torreón, MEXICO

Wendy Puebla
Expansion Coordinator
El Globo
Mexico City, MEXICO

Juliana Hernández Rodríguez
Managing Director
El Globo
Mexico City, MEXICO

Luz Adriana Escorcía González
Director
El Palacio de Hierro
Mexico City, MEXICO

Gloria Verónica Cedillo Peláez
Manager
El Palacio de Hierro
Mexico City, MEXICO

Pedro Miguel Ramos
CEO
Enerxia
Mexico City, MEXICO

Elsa Guerra
CEO
Experiencias Comerciales
Monterrey, MEXICO

Griselda Bañuelos Cruz
Property Manager
Farmacías Guadalajara
Guadalajara, MEXICO

William Gogan
Head of Franchising
FAT Brands
Boston, UNITED STATES

Mitch Kahn
Partner
FAT Brands
Boston, UNITED STATES

Carmen Vidal
International Legal Counsel
FAT Brands
Barcelona, SPAIN

Luis Cataño
Director Comercial
Fibra Plus
Mexico City, MEXICO

Edgar Rodríguez
Chief Operating Officer (COO)
Fibra Shop
Mexico City, MEXICO

Beatriz de los Mozos
Founder & CEO
Flabelus
London, UNITED KINGDOM

Iñigo Fernández de Lencres Zárate
CEO
FLC Capital Advisors
Madrid, SPAIN

Rafik Farouk
Vice President of Business
Development
Freddy's
Wichita, UNITED STATES

Viviana Lopes
Sales Executive
Gaea Global Technologies
Mexico City, MEXICO

Luis Daniel Márquez Perea
Manager
GCM Constructores
Zapopan, MEXICO

Paloma Muriel
Gensler
Mexico City, MEXICO

Martin Perez
Architecture
Gensler
Mexico City, MEXICO

Retail Expansion Summit & Expo 2026

ATTENDEES

Elias Amkie
Manager
GICSA
Mexico City, MEXICO

Isaac Cababie Amkie
Manager
GICSA
Mexico City, MEXICO

Fanny Barrera
Broker
GICSA
Mexico City, MEXICO

Alan Danon
Broker
GICSA
Mexico City, MEXICO

Josue Gonzalez
Chief Commercial Officer
GICSA
Mexico City, MEXICO

Isaac Cababie Kibrit
Co-CEO
GICSA
Mexico City, MEXICO

Marcos Shamosh
New Business
GICSA
Mexico City, MEXICO

Carlos Sánchez
Business Developer Manager México
Gómez Platero
Mexico City, MEXICO

Tammy Fate
Vice President of Business
Attraction
Greater Oklahoma City Chamber
Oklahoma City, UNITED STATES

Dennis Pruitt
Senior Vice President, Economic
Development
Greater Oklahoma City Chamber
Oklahoma City, UNITED STATES

Galdino Palafox
Manager
Grupo AJ
Mexico City, MEXICO

Kelly Kroger
Commercial Vice President
Grupo Axo
Mexico City, MEXICO

Juliana Rengifo
CEO
Grupo Davissa
Bogotá, COLOMBIA

Júpiter Abel Osuna
Gerente de marca Onboard
Grupo Dportenís
Mazatlán, MEXICO

Ana Rubio
Partner, Marketing
Grupo Jireh
Mexico City, MEXICO

Christopher Cohen
Commercial Director
Grupo SCA
Tijuana, MEXICO

Nancy López
Sales Executive
Grupo SCA
Tijuana, MEXICO

Lilia Quintana
Marketing and Commercial Manager
Grupo SCA
Tijuana, MEXICO

Clara Díaz
Director Inmobiliario
Grupo Synergo
Cancún, MEXICO

Alan Rodríguez Aguilera
Commercial Services Director
Grupo Vinte
Naucalpan, MEXICO

Pedro Vázquez
Director, Real Estate
Guitar Center
Thousand Oaks, UNITED STATES

Carlos Sigüenza
Expansion – Lease Manager
H&M
Mexico City, MEXICO

Dan Pierson
CEO
Habitual Foods
Mexico City, MEXICO

Andrés Beguerisse
Architecture and Design Manager
HAP Proyectos
Mexico City, MEXICO

Sandra Home
Sr. Manager Location Based
Experiences & Partnerships LATAM
Hasbro
Los Angeles, UNITED STATES

Maria Paz Cabrera
Business Development Manager
Hyphen
Santiago, CHILE

Jimena Etchegaray
Commercial
Hyphen
Mexico City, MEXICO

Paula Martínez Vila
Director
Hyphen
Madrid, SPAIN

Fernanda Casas
IAAPA
Mexico City, MEXICO

Lorena Zamora
IAAPA
Mexico City, MEXICO

Raquel Go
Asistente
Impulsora Inmobiliaria
Mexico City, MEXICO

Isaac Hilu
Director
Impulsora Inmobiliaria
Mexico City, MEXICO

Ivonne Hilu
Director
Impulsora Inmobiliaria
Mexico City, MEXICO

Liz Hilu
Asistente inmobiliaria
Impulsora Inmobiliaria
Mexico City, MEXICO

Erika Rodríguez
Directora
Independent
Mexico City, MEXICO

Retail Expansion Summit & Expo 2026

ATTENDEES

Enrique Bañuelos
CEO
Ingeniería Orca
Mexico City, MEXICO

Federico Bañuelos
Project Manager
Ingeniería Orca
Mexico City, MEXICO

Rafael Beguerisse
CFO
Ingeniería Orca
Mexico City, MEXICO

Jared Robins
Founder
InHouse Commercial
Miami, UNITED STATES

Guillermo Almazo
Publisher & CEO
Inmobiliare Connect
Mexico City, MEXICO

Erico García
Founder & CEO
Inmobiliare Connect
Mexico City, MEXICO

Mónica Villalón Ayma
Commercial Manager
Inmobiliaria Citelis
Morelia, MEXICO

Jorge José Garza Herrera
Real Estate Director
Inmobiliaria Citelis
Morelia, MEXICO

Israel Juan Reyes Gutiérrez
Director
Inmobiliaria Granjas de la Loma
León, MEXICO

Pedro Iván Rodríguez Gutiérrez
Marketing
Inmobiliaria Granjas de la Loma
León, MEXICO

Jorge Buschell
International Development Business
For Americas
Inspire Brands
Miami, UNITED STATES

Alicia Solares Flores
Advanced
Invest
Mexico City, MEXICO

Erika Alejandra Pérez García
Advanced
Invest
Mexico City, MEXICO

Arianne Nazzira Milán Petitpierre
Advanced
Invest
Mexico City, MEXICO

Tomás Uribe
Co-Founder
Jaguar Capital
Medellín, COLOMBIA

Rosa Costa
VP Wholesale
Janie and Jack
Montreal, CANADA

Jill Goodwin
Global Wholesale Manager
Janie and Jack
San Francisco, UNITED STATES

Rubén Camacho
Consulting Director
JLL
Mexico City, MEXICO

Víctor Manuel Sierra
Director Ejecutivo Solutions
Development LatAm
JLL
Mexico City, MEXICO

Sebastian Vestergaard
Chief Growth Officer
Joe & The Juice
Copenhagen, DENMARK

Peter Wright
Vice President of Franchising
Jollibee
Ladera Ranch, UNITED STATES

Marta Reñones
Director
Just Retail Latam
Madrid, SPAIN

Alberto Yagüe
Director
Just Retail Latam
Madrid, SPAIN

Hernán Barbieri
Minister of State
KidZania
Mexico City, MEXICO

Javier Rancaño
Former CEO
Krispy Kreme
Mexico City, MEXICO

Francisco Magaña Castillo
Country Manager
La Casa de las Carcasas
Mexico City, MEXICO

Daniel Andrés Rodríguez Díaz
Director LATAM
La Casa de las Carcasas
Mexico City, MEXICO

Ismael Villalobos de Matías
President & Founder
La Casa de las Carcasas
Madrid, SPAIN

Jorge Ramírez Sedano
Sr. Expansion Manager
La Casa de las Carcasas
Mexico City, MEXICO

Carlos Pilar Valero
Global Chief Growth Officer
La Casa de las Carcasas
Mexico City, MEXICO

José Vicente del Blanco
Subdirector de Centros Comerciales
y Fundación
La Comer
Mexico City, MEXICO

Jack Sourasky
Chairman
Ladurée
Mexico City, MEXICO

Paloma Casanova
Marketing
Lizan Retail Advisors
Mexico City, MEXICO

Retail Expansion Summit & Expo 2026

ATTENDEES

Jorge Lizan
Managing Director
Lizan Retail Advisors
New York, UNITED STATES

Laura Maldonado
Commercial
Lizan Retail Advisors
Mexico City, MEXICO

Angélica Flores
Lomelín Bienes Raíces
Mexico City, MEXICO

Lizbeth Areli García
Lomelín Bienes Raíces
Mexico City, MEXICO

Pablo Lomelín
Lomelín Bienes Raíces
Mexico City, MEXICO

Mark Badhwar
Chief Operating Officer
Luximorph
Elizabeth, UNITED STATES

Juan Bravo
Head of Latin America Market
MAPIC
Paris, FRANCE

Gonzalo Montaña
Presidente
MAS Consultores
Mexico City, MEXICO

Roberto Pulido
CEO & Owner
MIRA
Mexico City, MEXICO

Jose Carlos Medina
Sr. Analyst
Mitsubishi
Mexico City, MEXICO

Eric Luna
CEO
Monchis Burger
Morelia, MEXICO

Guillermo Ramírez
COO
Monchis Burger
Morelia, MEXICO

Samantha Lock
Property Management Manager
Multiplika
Bogotá, COLOMBIA

Jessica Herrera
Director Business Development
Mycotoo
Glendale, UNITED STATES

Isidoro Zaga
Master Franchisee Mexico
MYKA Greek Frozen Yogurt
Mexico City, MEXICO

Jay Freedman
President
Oberfeld Snowcap
Toronto, CANADA

José Antonio Padrón Abad
COO
OfficeMax
Mexico City, MEXICO

Alejandro González Prado
Vice President
OfficeMax
Mexico City, MEXICO

Carlos Winder
Sales Manager
OfficeMax
Mexico City, MEXICO

Oneidys Rondón
Architecture & Design Director
ONE Arquitectura de Marca
Santiago, CHILE

Eduardo Pérez Marchant
CEO
Parque Arauco
Santiago, CHILE

Brian Kelley
President & CEO
Phenix Salon Suites
La Jolla, UNITED STATES

Andrés Arellano
Manager Expansión
Planet Fitness
Mexico City, MEXICO

Jacobo Guzmán
Director Expansión
Planet Fitness
Mexico City, MEXICO

Paola Lucio
Coordinator Expansion
Planet Fitness
Mexico City, MEXICO

David Raya
Country Manager
Planet Fitness
Mexico City, MEXICO

Silvia Marcela Vega
Coordinator
Planet Fitness
Mexico City, MEXICO

Juchan Hwang
General Director
Playtica
Monterrey, MEXICO

Oscar Ocampo
Director
Pluscommercial
Mexico City, MEXICO

Luis Barrientos
Executive Vice President of Business Development
Pop Mart
Los Angeles, UNITED STATES

Alejandra Pérez
Jefa de Comercialización
Portafolio Inmobiliario
Escazú, COSTA RICA

Diana Villarreal
Directora de Proyectos
Portafolio Inmobiliario
Escazú, COSTA RICA

Erick Macías
Head of Business
PREDIK Data-Driven
Mexico City, MEXICO

Alexis Carrasquel Rivera
Head of Commercial & Marketing
Pueblo Serena
Monterrey, MEXICO

Karla Sánchez-Navarro
Commercial
Retail Expansion
Mexico City, MEXICO

Retail Expansion Summit & Expo 2026

ATTENDEES

Ariadna Lira
Publisher
Revista Equipar
Mexico City, MEXICO

Cindy Ruiz
Commercial Director
Revista Equipar
Mexico City, MEXICO

Giancarlo Cibrario
Director de Desarrollo
San Juan Shopping Center
Punta Cana, DOMINICAN REPUBLIC

Eduardo Montaña
Director
San Juan Shopping Center
Punta Cana, DOMINICAN REPUBLIC

Miguel Montaña
Director Comercial
San Juan Shopping Center
Punta Cana, DOMINICAN REPUBLIC

Sam Rothschild
Chief Strategy and International
Officer
Slim Chickens
Fayetteville, UNITED STATES

Jorge Barylka
CEO
Sportmex
Mexico City, MEXICO

Diego Espinosa
CEO
StoreSpot
Mexico City, MEXICO

Marissa Corona
Partner & Consultant
Súper Renta
Guadalajara, MEXICO

Agustín Enrique Corona Hernández
Director
Súper Renta
Guadalajara, MEXICO

Patricia Gonzales
Co-CEO
Sushi Samba Group
New York, UNITED STATES

Omar Gutierrez
Co-CEO
Sushi Samba Group
Las Vegas, UNITED STATES

Martin Zerr
CEO
Tech Fashion Studio Mexico
Panama City, PANAMA

Juan Ángeles
Vice President
The Behar Group
Toronto, CANADA

Axel Uriel Bueno
Analista
Thor Urbana
Mexico City, MEXICO

José Duayhe
Analista
Thor Urbana
Mexico City, MEXICO

María Alejandra Espinosa
Analista
Thor Urbana
Mexico City, MEXICO

Lola González
Analista
Thor Urbana
Mexico City, MEXICO

Alfredo Kalis
Head
Thor Urbana
Mexico City, MEXICO

María Isabella Peloggio
Directora
Thor Urbana
Mexico City, MEXICO

Ana Sofía Rojas
Analista
Thor Urbana
Mexico City, MEXICO

Miranda Aguilar
Marketing y Ventas
Tienda Tec
Saltillo, MEXICO

Yadhira Hernández
VP Comercial
Tienda Tec
Saltillo, MEXICO

Jesús Vázquez
CEO
Tienda Tec
Saltillo, MEXICO

Adrian J. Romero
CEO & Founder
Timeless Brands
Monterrey, MEXICO

Isaac Antebi
Director
Times Square Productions
Panama City, PANAMA

Ralph Simons
Uptick NY
Uptick NY
New York, UNITED STATES

Jimena Fernández
Director, Interior Architecture &
Design
Ware Malcomb
Mexico City, MEXICO

Mónica Alonso
Zebra
Mexico City, MEXICO

Zakai Munroe
Director, Business Development
Zebra – Edicon
London, UNITED KINGDOM

Javier Fuentes
Associate Director
Zebra AD
Mexico City, MEXICO