Smart Technologies

ORACLE HOSPITALITY

HOSPITALITY TECHSUMMIT 20 26

SHAPING WHAT COMES NEXT

22 · 10 · 26

TRIDENT PARK, BIRKIRKARA

PROGRAMME

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THE TECHNOLOGY SHAPING WHAT COMES NEXT IN HOSPITALITY

Bringing together Malta's hospitality leaders for a day of practical insight on where hospitality is heading, the connected guest journey, and cost, revenue and margin.

WHAT TO EXPECT

The Industry Outlook

Where hospitality is heading and what Maltese operators need from technology now.

The Connected Guest Journey

Booking, arrival, the room, dining and everything after the guest leaves.

Cost, Revenue and Margin

Seeing the numbers in time to make decisions that change the outcome.

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THE DAY AT A GLANCE

A single-track programme designed to keep the conversation together.

08:30	**Registration and Coffee**
09:00	**Welcome Note & The Day Ahead** **Joseph Aquilina | Smart Technologies, John Montanaro | Smart Technologies** Welcome to the Summit and an introduction to the questions shaping the day.
09:15	**Keynote: Shaping What Comes Next** **Robert Mondorf | Oracle Hospitality** Where hospitality is heading over the next three years and what operators should be planning for now.
09:50	**Fireside: Taking It Further** **John Montanaro | Smart Technologies, Robert Mondorf | Oracle Hospitality** The keynote's main points, taken a step further for the hoteliers in the room.
10:00	**Panel One - Book, stay, pay: what comes next for your margin** **Moderator: Vanessa MacDonald** **Panellists: Andrew Ransley | Busy Rooms, Stuart Way | Planet, Christian Curmi | Smart Technologies** How guests book, stay and pay is changing. The discussion will look at what has shifted, what comes next, and where hotels can win margin.
10:40	**Coffee, Exhibition and Networking**
11:15	**Fireside: The Malta Guests Will Choose Next** **Vanessa Macdonald | Freelance PR and Media Consultant, Andrei Imbroll | MHRA, Carlo Micallef | MTA** The MTA and the MHRA on the next guest to Malta: who they are, how they choose the destination and the hotel, and when hotels need to act to win them.
11:35	**Have We Lost Touch with the Guest** **Slava Osipov | Uniguest, Nigel Bateson | Uniguest,** The conversations a hotel used to have with its guests and quietly stopped having. What the screens and touchpoints inside the building could be saying.

11:55	**Panel Two: The Connected Room Guests Expect** **Moderator: Peter-Jan Grech | BRND WGN** **Panellists: Kenneth Terribile | Melita Business, Marco Guandalini | Philips Professional Displays, Bernard Zammit | Astral, Giuseppe Pasinelli | Ruckus Networks, Nigel Bateson | Uniguest** Five specialists in connectivity, screens, lighting and guest platforms follow the guest through the room, from the moment they connect, to how they relax, to how they discover what the hotel offers, and look at what guests expect.
12:35	**Lunch, Exhibition and Networking**
13:35	**Trends 2027: Guest Journey 2.0** **Pavlína Zychová | MyStay** The full guest journey from reservation to departure, and how hotels should be preparing for the year ahead.
13:55	**Panel Three: Hospitality Leaders on the Way Ahead** **Moderator: Aman Kapur | Oracle Hospitality** **Panellists: Marthese Vella | AX Group, Alex Incorvaja | Malta Marriott Resort & Spa, Olga Rishko | 1926 Collection, Michelle Muscat | ACE** Senior hospitality leaders in Malta draw on their own experience, from where they sit today, to look at what is shaping what comes next.
14:30	**Closing Keynote: What Comes Next, and Where to Start** **John Montanaro | Smart Technologies** The day's themes drawn together into a view of the next twelve months. What the day points to, what is still unsettled, and what becomes possible once the numbers arrive in time to act on them.
14:45	**Networking drinks and Exhibition**

OUR SPEAKERS

Meet the people behind today's sessions.



KEYNOTE SPEAKER

Robert Mondorf

Principal Strategy and Product Lead | Oracle Hospitality

Robert Mondorf is a Principal Strategy Lead at Oracle Hospitality with more than 25 years of hospitality industry experience, including 18 years at Oracle. Drawing on a foundation in hotel operations and a career in hospitality technology, he brings a practical, strategic perspective to complex industry challenges.

Closely connected with Oracle Hospitality Product and Development teams, Robert partners with leading hospitality organizations worldwide to translate operational complexity into clear technology strategies. His work helps shape innovation, modernize hotel operations, drive transformation at scale, and prepare the industry for the future of hospitality.



SPEAKER

Joseph Aquilina

Chief Executive Officer | Smart Technologies

Joe is the Founder and CEO of Smart Technologies Ltd, driven by a belief that technology should help businesses grow, innovate and deliver better experiences. With a strong focus on enterprise IT, cloud, cybersecurity and managed services, he champions a practical, forward-thinking approach to digital transformation.

Passionate about building lasting partnerships and empowering people, Joe believes the future of hospitality lies in bringing people, systems and data together to create smarter, more connected operations that drive growth, strengthen resilience and deliver better guest experiences.



SPEAKER

John Montanaro

Chief Revenue Officer | Smart Technologies

John is Chief Revenue Officer at Smart Technologies Ltd, where he drives commercial growth and business development across technology and IT services. With a career spanning diverse industries, John brings a broad commercial perspective and a strong belief in building lasting relationships founded on trust, exceptional customer service and a genuine understanding of client needs. He focuses on turning technology into business value, forging strategic partnerships and creating opportunities for sustainable growth.

Particularly passionate about the hospitality industry, John believes technology has the power to transform operations, enhance guest experiences and shape the future of the sector.



MODERATOR

Vanessa Macdonald

Freelance PR and media consultant

Vanessa spent decades working as a journalist and in communications. Officially retired, she still works as a consultant, produces podcasts and television programmes, and moderates conferences.



PANELLIST

Andrew Ransley

Vice President Sales EMEA | Busy Rooms CRS

Andrew studied at the Institute of Tourism Studies in Malta and completed a degree in Hospitality Management at the Southern New Hampshire University. He began his career in hotel operations, gaining hands-on experience across F&B, front office, sales & marketing, and senior management roles within both international chains and independent hotels.

For the past 17 years, Andrew has led Sales for EMEA at Busy Rooms, a Malta-based hospitality technology provider with a global presence. Busy Rooms' cloud-based central reservation system sits at the core of hotel and resort operations worldwide, unifying pricing, availability, bookings, distribution, and data management. Through modular integrations and automation, the platform streamlines operations, strengthens direct sales, reduces costs, and enhances transparency and control for hospitality businesses.



PANELLIST

Stuart Way

Business Development Director | Planet

Stuart is the Business Development Director at Planet, where he has spent the past 13 years helping hospitality, retail, and travel businesses transform their payment experiences.

With extensive expertise in integrated payments and international business development, Stuart works closely with global enterprises and partners to deliver innovative solutions that drive operational efficiency, improve customer experiences, and support business growth.



PANELLIST

Christian Curmi

Oracle Hospitality Specialist | Smart Technologies

Christian brings years of hospitality experience and a working knowledge of the systems behind daily hotel operations, including Opera and MICROS, with a focus on practical support for the teams using them.



SPEAKER

Carlo Micallef

Chief Executive Officer | Malta Tourism Authority

Carlo Micallef is Chief Executive Officer of the Malta Tourism Authority (MTA), with a 30-year career at the Authority spanning Head Office roles and overseas missions. As Chief Marketing Officer from 2014 to 2022, he was a key architect of Malta's modern tourism marketing strategy, leading innovation, brand development, change management and international growth.

Appointed CEO in May 2022, he guided the recovery and revitalisation of the industry after the COVID-19 pandemic. Under his leadership, Malta and Gozo have become among the world's strongest tourism success stories, setting new benchmarks for sustainable growth and international competitiveness. Today, he continues to champion innovation, sustainability and long-term value creation, reinforcing the Maltese Islands' reputation as a world-class destination.



SPEAKER

Andrei Imbroll

Vice President | Malta Hotels and Restaurants Association

Dr Andrei Imbroll is the co-founder and Chief Executive Officer of VBL plc, a Valletta-focused real estate group listed on the Malta Stock Exchange. Since founding the company in 2012, he has led its property acquisition pipeline and overseen its hospitality operations, including the Vallettastay brand and the development of the capital's largest hotel and first internationally branded hotel — Ruby, part of the IHG Hotels & Resorts portfolio.

He brings over 20 years of experience in international real estate and hospitality operations and serves as a director of several companies in Malta and abroad. A graduate of the University of Malta, where he obtained his Doctor of Medicine and Surgery in 2001, Dr Imbroll is also Vice President of the Malta Hotels and Restaurants Association. Beyond business, he is President of the Zurrieq Wolves Hotsticks hockey club and Vice President of the King's Own Band Club.



SPEAKER

Slava Osipov

Sales Director Eastern Europe and Central Asia | Uniguest

Slava brings nearly 30 years of experience in hotel technology, having started in the industry in 1996. Based in his hometown of Riga, Latvia, he serves as Sales Director for Eastern Europe and Central Asia, leading Uniguest's growth across the region.



SPEAKER

Nigel Bateson

Head of Resellers Hospitality (Europe) | Uniguest

Nigel brings over 27 years of experience in the global hospitality technology sector. Based in Oslo, Norway, he leads the expansion of Uniguest Hospitality solutions into the international marketplace, working in close partnership with some of the world's largest hotel groups and a trusted network of resellers worldwide.



MODERATOR

Peter-Jan Grech

CEO & Founder, BRND WGN

Peter-Jan Grech is a brand strategist, keynote speaker, and founder of BRND WGN, a leading brand advisory firm. With over 25 years of experience guiding leaders and organisations through transformation, he helps people and brands find clarity and purpose.

Creator of the Rock'N'Role™ Personal Branding Framework and host of the UnbrandMe podcast, Peter-Jan's work is driven by a simple belief: that better people build better brands.



PANELLIST

Kenneth Terribile

Corporate Solutions Manager | Melita Business

Kenneth Terribile is a Corporate Solutions Manager at Melita with over 10 years of experience in the telecommunications and IT sector. He specialises in enterprise infrastructure, cloud, data centre, and connectivity solutions, working with organisations to design secure, resilient, and scalable technology environments hosted in Malta.

His experience also extends to the hospitality sector, where he has worked with both boutique and large-scale hotels to design and deliver tailored connectivity and in-room TV solutions that support reliable operations and an enhanced guest experience.



PANELLIST

Marco Guandalini

Channel Sales Manager | Philips Professional Display Solutions (PPDS)

Marco is Channel Sales Manager at PPDS, the company behind Philips Hospitality TVs and Philips Professional Displays, covering Italy, Greece, Malta and Cyprus. With more than 15 years in enterprise technology sales, he works closely with distributors and system integrators to bring Philips hospitality TV solutions to hotels across the region.



PANELLIST

Bernard Zammit

Director | Astral

Bernard Zammit is Director of Astral, Signify's official partner in Malta for Philips lighting. With over 20 years in the industry, he works with hotels on Philips connected lighting and guest room energy management, helping operators reduce energy use while improving the guest experience.



PANELLIST

Giuseppe Pasinelli

Senior Systems Engineer | Ruckus Networks

Giuseppe is a Telecommunications Engineering graduate from the Polytechnic University of Milan. Driven by a deep passion for technology and ICT, he specializes in designing and implementing custom wireless and wired access solutions for mission-critical environments across enterprise, education, hospitality, and industrial sectors.



SPEAKER

Pavlína Zychová

Chief Executive Officer | MyStay

Pavlína is the founder and CEO of MyStay, a Czech hospitality-tech startup that transforms the guest journey by automating routine front-desk tasks such as online check-in and check-out, contactless payments, e-keys, and digital guest communication, enabling hotels to deliver a seamless, personalized experience while freeing staff to focus on high-value service.



MODERATOR

Aman Kapur

Senior Solution Engineer EMEA | Oracle Hospitality

Aman Kapur is a Senior Solution Engineer with Oracle Hospitality across EMEA, with over 15 years of experience in hospitality operations, commercial development and technology. Having held roles with Claridge's London, The Taj Group and The Oberoi Hotels & Resorts, he combines practical hospitality experience with expertise in cloud solutions to support better guest experiences and business outcomes.



PANELLIST

Marthese Vella

Chief Technology Officer | AX Group

Marthese is responsible for technology strategy, cybersecurity, digital transformation, and IT operations across the Group. With over 30 years of leadership experience in technology, hospitality, aviation, and consulting, she brings extensive expertise in innovation, business transformation, and cyber resilience. Marthese holds a Master's degree in Information Management from Lancaster University and an Honours Degree in Electrical Engineering from the University of Malta.



PANELLIST

Alex Incorvaja

General Manager | Malta Marriott Resort & Spa

Alex Incorvaja is General Manager of Malta Marriott Resort & Spa, one of Malta's leading luxury 5-star hotels, bringing over 30 years of international experience in hospitality and tourism. He previously headed the Malta Tourism Authority's London office, combining destination marketing expertise with extensive hotel leadership experience.

At Malta Marriott, his focus spans guest experience, team development, commercial performance and the continued evolution of the resort following its €40 million transformation in 2020.

Alex brings a practical operator's perspective to the role of technology in hospitality, championing improvements that simplify operations, support colleagues and strengthen personal service, while preserving the warmth and human connection at the heart of hospitality.



PANELLIST

Olga Rishko

Chief Commercial Officer | 1926 Collection

Olga Rishko is the Chief Commercial Officer of 1926 Collection, bringing over 20 years of experience in the hospitality industry, with a strong background in revenue management, commercial strategy and business development. Throughout her career, Olga has held various senior management positions, including international assignments in Budapest and St Petersburg, gaining extensive experience in revenue optimisation, strategic pricing, forecasting, distribution and commercial performance.

Since joining 1926 Collection, Olga has played a key role in the group's growth and development. In her role as Chief Commercial Officer, she oversees the commercial strategy across the group's hotel portfolio, leading revenue management, sales, reservations, marketing and e-commerce. With a strong interest in hospitality technology and innovation, Olga focuses on leveraging data-driven strategies, digital transformation and emerging technologies to enhance operational efficiency, optimise commercial performance and elevate the guest experience.



PANELLIST

Michelle Muscat

President | ACE, Owner & Manager | Ristorante La Vela

Michelle Muscat is President of the Association of Catering Establishments (ACE) and owner and manager of Ristorante La Vela in Pietà, which she has run for 15 years. She came to hospitality after more than two decades in the financial sector, following her passion for the industry.

She also serves as Deputy Chairperson of the Board of Governors at the Institute of Tourism Studies, where she chairs the Board of Studies and the Students Cases Board. Michelle recently completed an MBA in International Hospitality Management, with a dissertation on placing Malta on the international wine tourism map through its fine wines, and continues to study wine at an advanced level. Her focus is consistency in product and service, with customers and staff her priority.


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