

T TOM LECLAIR

Global Hospitality Executive | Strategic Advisor | Luxury Experience Leader | Explorer of 200+ Nations
Farm kid at heart | Keeper of old hats | Optimistic fly fisherman



Tom LeClair is an award-winning hospitality executive and entrepreneur known for transforming luxury service organizations into high-performing, guest-focused businesses. Over more than two decades, he has helped scale world-class hospitality brands, elevate service culture, and unlock long-term value for owners and investors.

About Tom

Known for combining operational discipline with world-class guest experiences, Tom has helped scale some of the world's most respected brands, including The Wonderful Company, FIJI Water, AMAN Resorts, JUSTIN Wine, Vail Resorts, and Elegant Hotels Group. A seasoned leader of international Resorts, Restaurants, Tourism Brands, and Wine Estates, Tom elevates service culture to unlock long-term value for owners while earning industry-leading distinctions.

Today, Tom serves as **Chief Operating Officer of AUALA Holdings** (the investment firm) and its global advisory arm, **Scalable Solutions**. Leading an international team of advisors, he works with hospitality companies, wine brands, and service-based businesses to unlock owner value and accelerate growth.

Speaking Topics

The Future of Luxury Hospitality

How evolving guest expectations, service culture, and AI are reshaping hospitality.

Designing Experiences That Build Loyalty

Transforming service from a transaction into a lasting emotional asset.

Operational Excellence in Luxury Service Organizations

Applying disciplined systems, Six Sigma thinking, and leadership culture to hospitality operations.

Scaling Businesses Without Losing Their Soul

How organizations grow while protecting the culture that defines their brand.

Lessons from Exploring 200+ Nations

Global travel insights on leadership, culture, and human connection.

Tom's Developed Frameworks

Concepts that explore the deeper mechanics of effectiveness, service, loyalty, and emotional connection, including **“Buy Back Your Day™,” “The Loyalty Engine™,” “Experience Equity™,” “The RUCD Method™,”** and **“The Old Ballcap Philosophy™.”**

Areas of Expertise

Luxury Operations, International Management & Asset Optimization

Experience Design & Maximizing Guest Value

Wine DTC, Hospitality & Loyalty

Service Culture Development & Training to World-Class Standards

Revenue Strategy & Diversification

Operational Efficiency & AI Integration

Leadership Development, Coaching & Team Performance

Selected Industry Distinctions (Properties Under Leadership)

Forbes Travel Guide – Five-Star

AAA – Five Diamond

Michelin Star

Michelin Green Star

La Liste – Top 1000 Restaurants

Condé Nast Traveler – Gold List

Travel + Leisure – World's Best

World Travel Awards

Contact

For speaking engagements, advisory work, board opportunities, media inquiries, or strategic collaborations, Tom can be contacted through the following channels:

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