

BOARD BIOGRAPHY

NICOLO RUSCONI

FOUNDER & CEO, SUPERFORM
PARTNER & OWNER, THE GEORGIAN HOTEL
LOS ANGELES, CALIFORNIA



Nicolo Rusconi builds places and companies designed to outlast their moment. Over fifteen years he has worked across real estate, hospitality, technology and human behavior, developed more than \$500 million of hospitality and real estate, and served for more than a decade on the board of one of California's largest service-based nonprofits.

He is the founder and chief executive of **Superform**, a human performance company he started in 2024 with his brother Jagger Rusconi and Tommy Costello, pairing a proprietary intelligence engine with a flagship assessment facility; its first location is in Thousand Oaks, California. He is a partner and owner of **The Georgian Hotel**, the 1933 Art Deco landmark on Ocean Avenue in Santa Monica that he and Jon Blanchard envisioned and restored. It reopened in 2023 and holds one MICHELIN Key.

From 2013 to 2024 he was a partner and then managing partner of **BLVD Hospitality**, the Los Angeles development firm, working across land use, capital, design, construction and operations on Soho Warehouse, The Hoxton Downtown LA, NeueHouse Venice, citizenM Downtown LA – Los Angeles' first modular high-rise – and The Georgian. He co-founded Chicas Tacos and served as real estate partner at Supermassive Corp.

IN THE BOARDROOM

BRAND & EXPERIENCE

In a place-based business, brand and guest experience are the asset, not a marketing line. Useful where the question is what a company should feel like to encounter, and whether that survives a budget cycle.

AI, PRACTICALLY APPLIED

Building an AI company, so able to separate a real capability from a slide: where the data is, what a model can honestly claim, what it costs to build and staff, and where it does not belong.

CAPITAL & STRUCTURE

Public-private, family office and private equity structures, joint ventures and recapitalisations, and a reporting cadence that keeps investors informed.

REAL ESTATE & THE BUILT ENVIRONMENT

Land use, entitlement, adaptive reuse, construction and the operations that follow, including a first-of-kind modular high-rise and the restoration of a 1933 landmark.

CULTURE & PEOPLE

An operator's read on the organisation beneath the plan: who is carrying it, whether the team matches the ambition, and what fast growth costs culturally.

COMMUNITY & PLACE

More than a decade of civic board service and land-use policy work in Los Angeles. Where a business depends on a neighbourhood accepting it, that is a condition of operating.

GOVERNANCE

CURRENT Board member, **Los Angeles Conservation Corps** (10+ years) · Council member and committee co-lead, **ULI Los Angeles Hospitality & Entertainment Development Council** · Advisory Committee, **Santa Monica Conservancy**

PAST Advisory, **Bringing Back Broadway**, the \$40 million city-led revitalisation of Downtown Los Angeles' historic corridor · Committee member, **Third Street Promenade Re-Envisioning Committee**, Santa Monica

SEATS & RECOGNITION

Open to independent director and board observer roles at venture- and private equity-backed companies, typically Series B and later; hospitality, real estate and consumer boards; and civic institutions, particularly in Los Angeles.

Projects he developed hold a MICHELIN Key (The Georgian), ALIS Development of the Year (citizenM) and the Los Angeles Business Journal's Gold Medal CRE Award (Soho Warehouse). Named to Zagat's 30 Under 30, Los Angeles, in 2016. Studied at Loyola Marymount University.