



THE ART OF TRANSFORMATION

Reimagine, Grow, Sustain

CECILIA CUFF

A consistent “business as a force for good” and “leadership through mentorship” mantra has led the career path for Cecilia Cuff, a 20-year veteran of the hospitality design industry and established placemaker in the world of hotel and restaurant development. With a global and diverse portfolio of over \$20B in completed new builds, renovations and overhauls, Cuff’s common thread in all projects has consistently been strategic business and city planning focused on community reciprocity and inclusive programming. Known for her aptitude in restructuring systems and refocusing operations to be not only profitable, but also equitable, Cuff and her team at The Nascent Group continue to work closely with a diverse range of clients; from social impact developers to emerging minority entrepreneurs to solve challenges ranging from reimagining and strengthening operations to reprogramming socioeconomic trajectory in shuttered minority and underrepresented communities. In 2021, Cuff, a Chicago native, returned home to open her 2nd restaurant concept, Bronzeville Winery located in Chicago’s south side neighborhood of Bronzeville, along with Eric Williams. Cecilia looks forward to inspiring the next generation of hospitality leaders and entrepreneurs as well as designing developments that celebrate the storied history of Chicago’s most celebrated neighborhoods through art, music, and the sharing of culture.