

The Guest Experience

An Interview with Noah Tepperberg, Co-CEO, TAO Group Hospitality

EDITORS' NOTE Noah Tepperberg and his partners are the masterminds behind some of the most successful restaurant and nightlife brands to open over the past decade, including Marquee, TAO, Avenue, and LAVO. In 2003, Tepperberg and Jason Strauss opened Marquee nightclub in New York City. Soon thereafter, the duo partnered with TAO founders Marc Packer and Rich Wolf to open TAO at The Venetian in Las Vegas. They followed the tremendous success of

TAO Las Vegas by opening LAVO Restaurant & Nightclub at The Palazzo Hotel Casino Resort in Las Vegas. In 2009, they introduced Avenue in New York's trendy Chelsea neighborhood and in 2010 they opened LAVO Restaurant &



Noah Tepperberg

Nightclub in New York. Together with his TAO Group partners, Tepperberg opened Marquee Nightclub & Dayclub at The Cosmopolitan of Las Vegas on New Year's Eve 2011. They made their first foray into international territory with the debut of Marquee at The Star Casino & Hotel in Sydney, Australia. In 2013, the group once again raised the bar on nightlife with the introduction of TAO Downtown in New York City. Tepperberg earned a B.B.A. degree in Business Management from the University of Miami.

and daytime venues. The company operates branded locations across the globe, featuring a collection of widely recognized hospitality brands including TAO, OMNIA, Marquee, LAVO, Beauty & Essex, Cathédrale, Little Sister, The Highlight Room, Sake No Hana, KOMA, Avenue, Fleur Room, JEWEL, and more. Tao Group Hospitality is part of Mohari Hospitality (moharibospitality.com), an investment firm focused on the luxury lifestyle and hospitality sectors. With over 25 years of industry experience, Tao Group Hospitality consistently sets the bar for guest experiences by delivering unforgettable entertainment with innovation and creativity at the core. The company strives to exceed expectations and continually reinvent the future of hospitality through its owned operations as well as joint venture and managed properties.

COMPANY BRIEF Tao Group Hospitality (taogroup.com) delivers distinctive culinary and premium entertainment experiences through its portfolio of restaurants, nightclubs, lounges,



Marquee Skydeck at Edge

Will you discuss your career journey?

I started throwing parties while attending Stuyvesant High School in New York City, a cast party for "SING," our school musical, and was instantly hooked on the energy of bringing people together. In college, Jason (Strauss, Co-CEO) and I were promoting nightlife events out of our families' apartments, learning the business one guest list at a time. After having early success in small NYC spots including the original Suite 16 and Luahn, in 2003 we opened our first major venue – Marquee New York – which really put us on the map. Two years later, working with Marc Packer and Rich Wolf, we launched TAO Las Vegas which set a new bar for a restaurant, lounge, and nightclub all under one roof. That concept became the foundation for Tao Group Hospitality which was created a few years later after the four of us opened other venues like LAVO Las Vegas and has since grown into a global portfolio of over 60 branded outlets.

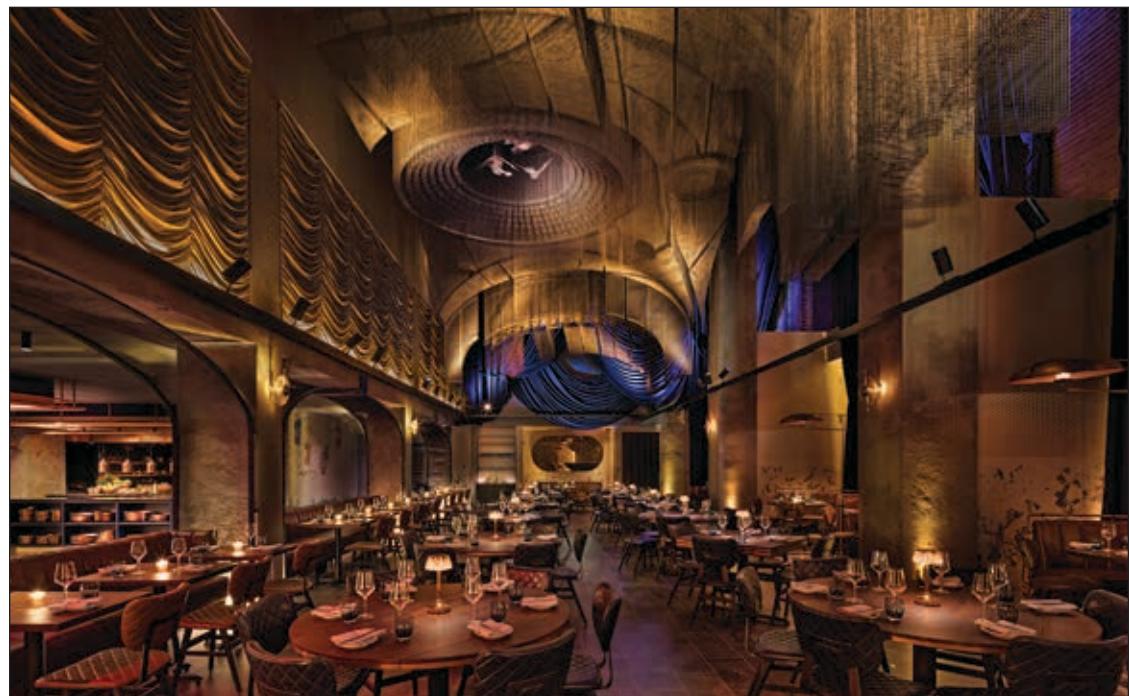
When did you know that you had a passion for nightlife and hospitality?

From the beginning. I loved creating moments that made people feel something – the music, the energy, the service. In college, Jason and I even wrote a business plan for a nightclub as our senior thesis project, so I guess the writing was on the wall early.

What have been the keys to Tao Group's strength and leadership in the industry?

We lead with experience, design, and operations. Our 80/20 approach keeps each brand about 80 percent consistent and 20 percent new, so guests always recognize the DNA but get something fresh every time. We've also built strong partnerships, both in design and real estate, that let us scale strategically without losing what makes us special.

Will you provide an overview of Tao Group's brands and venues?



Cathédrale

Our portfolio spans restaurants, nightclubs, and daylife experiences, including TAO, Marquee, LAVO, Beauty & Essex, Cathédrale, and Omnia along with newer concepts like Crane Club, Little Sister and Highlight Room. You'll find us in New York, Las Vegas, Los Angeles, and internationally, as well as inside hotels like Moxy, Dream and other major lifestyle properties.

Where do you see the greatest opportunities for growth?

Global expansion and integrated developments. We're growing internationally and deepening partnerships with hotels and resorts where we can bring multiple concepts under one roof.

Will you highlight Tao Group's focus on attracting top talent and investment in training?

Hospitality is a people business. We invest in training, mentorship, and internal growth so team members can build careers with us. The best venues are powered by people who care, and we make sure they feel that investment back.

What has made the relationship between you and Jason work so well?

We've been partners since high school and balance each other perfectly. There is total trust, shared vision, and mutual respect. After 32 years, we still push each other and have fun doing it.

Tao Group places a major focus on philanthropy and community engagement. How critical is this emphasis to Tao Group's culture and values?

It's essential. Giving back is part of who we are, whether it's local initiatives, charity partnerships, or supporting our own team. We were one of the first hospitality groups to partner with KultureCity to provide sensory training for all our front-of-house staff and offer sensory bags for guests with autism and other sensory needs. Creating inclusive dining and nightlife experiences is something we're deeply proud of, and success means more when it lifts others too.

With the growth and success that Tao Group has achieved, are you able to enjoy the process and take moments to celebrate the wins?

Absolutely. We've come a long way, so we make time to celebrate milestones with our teams. That's what keeps the work exciting and meaningful.

What advice do you offer to young people interested in pursuing a career in nightlife and hospitality?

Do every job, stay humble, and never stop learning. The best operators understand every detail, from the guest list to the kitchen line, and never lose sight of the guest experience. ●



Crane Club