



Randolph Hernandez

Event Strategist by Discipline, Innovation Architect by Instinct. Hospitality is the foundation, outcomes are the focus, and every experience blends creativity with operational precision.

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Summary

Over 20 years of experience delivering and directing high-impact events across hospitality, F&B, MICE, live entertainment, and public sector environments. Event-focused strategist and innovator known for bridging creative vision with operational execution, leading multidisciplinary teams, managing stakeholder expectations, and embedding smart systems to streamline planning, enhance profitability, and elevate audience impact. Skilled in managing full event lifecycles from pitch to post-mortem, with deep expertise in vendor management, stakeholder engagement, and scalable systems design. Brings a future-focused mindset to event leadership, integrating AI, automation, and cross-platform tools into seamless, data-informed, and sustainable event ecosystems that consistently exceed client expectations. Experienced in project planning and execution across all phases, with a strong focus on client relationship management, team coordination, and clear communication to ensure alignment and satisfaction.

Experience

Ethara / Yas Marina Circuit

Senior Hospitality & Events Manager

🌐 <http://Ethara.com>

Oct 2021 - Current

Abu Dhabi, UAE

- Directed end-to-end event execution for high-profile programs including Formula 1 Abu Dhabi Grand Prix, Ferrari Racing Days, and Open Fire Food Festival, integrating hands-on leadership with systemized planning and real-time oversight.
- Oversaw planning and execution of MICE and corporate events, aligning programming and delivery with strategic goals, client objectives, and stakeholder expectations.
- Led cross-functional production teams to execute events at scale, embedding executional discipline, clear SOPs, and continuous improvement practices across departments.
- Served as the primary liaison for clients, translating goals into executable plans and maintaining clear communication and alignment throughout the event lifecycle.
- Designed complete site layouts and infrastructure plans, incorporating branding, scenic design, lighting, AV, and F&B units to maximize operational efficiency and audience engagement.
- Achieved over 36% revenue growth in public catering by optimizing customer journey flow, site planning, staffing models, and vendor management using digital tools and data insights.
- Developed entertainment and F&B programs based on guest behavior, trend analysis, and feedback loops for flagship venues like Yas Marina Circuit, Etihad Park, and Louvre Abu Dhabi.
- Upgraded venue aesthetics and guest movement using spatial analysis and modular infrastructure, improving overall satisfaction and return on experience.
- Positioned hospitality venues as living innovation labs, where tech-enabled concepts were tested and scaled to enhance delivery, efficiency, and business intelligence.
- Pioneered use of AI agents and PowerApps for planning, sustainability tracking, vendor evaluation, and post-event reporting, setting a new internal standard for digital accountability.
- Acted as product manager for key systems including a custom POS, real-time event dashboards, automated water units, and inventory management tools.
- Managed complex multi-layered budgets across projects, leveraging forecasting tools and live dashboards to ensure fiscal control and transparency.
- Collaborated with Business Development to create custom event concepts and infrastructure suited to both F&B and non-F&B activations, tailored to client goals and market demands.
- Supported sustainability and HSE compliance initiatives by embedding analytics and digital systems into waste management, incident reporting, vendor scoring, and energy usage workflows.
- Produced comprehensive documentation systems including budget trackers, staffing maps, venue guides, and digital SOPs for organization-wide visibility and consistency.
- Acted as a strategic connector between ground-level operations, executive leadership, and technical development, translating field insights into scalable solutions adopted across departments.

Levels AV

Head of Integration & Innovation (Consultant)

🌐 <http://levelsav.com/>

April 2024 - Current

UAE / UK

- Design and maintain an in-house automation framework using n8n, local LLMs, and Home Assistant to enhance AV+L workflows, reduce manual inputs, and increase system intelligence.
- Train and deploy local LLMs to support sales, design, operations, and technical support teams, accelerating task turnaround and improving cross-functional efficiency.
- Oversee a dedicated research and development budget, driving internal innovation cycles for product creation, prototype development, and applied technical solutions.
- Lead product management and development of proprietary platforms for AV+L system monitoring, reporting, performance tuning, and remote diagnostics.
- Customized a digital signage content management system using open-source software, enabling clients to manage and deploy branded content across venues such as nightclubs, restaurants, fitness gyms, and retail environments.
- Develop integrated control systems across diverse AV and lighting technologies, providing clients with a seamless, centralized platform for management and optimization.
- Implement CRM, equipment rental, and inventory management tools in collaboration with the Odoo development team, streamlining backend operations and customer tracking.
- Leverage deep hospitality and retail operations expertise to collaborate with sales, design, production, and support teams, ensuring proposals and project delivery match real-world functional needs.

Location & Visa

Residing in Abu Dhabi, UAE. US Citizen from New York City. Self-Sponsored UAE Visa via the Fujairah Creative City Free Zone.

Professional Skills

Event Strategy, Production & Experience Design

Event Strategy & Planning
Event Production & Logistics
On-Site Delivery & Team Management
Hospitality / F&B Operations & Concept Development
Venue / Event Design & Guest Journey Engineering
Guest Experience Strategy & Flow Optimization
Smart Venue Systems (IoT, AV+L, POS)
Event KPI Reporting & Data Integration
Sustainability Analytics & Operational Efficiency
Cross-functional Department Coordination

Project Management

Agile & SCRUM Methodologies
Workflow Mapping & Technical Documentation
Strategic Roadmapping & Resource Allocation
Cross-functional Team Leadership
Rapid Prototyping & User Validation
End-to-End Event Budgeting & Scheduling
Vendor Management & Risk Mitigation
Timeline Development & Milestone Tracking

Client Relations & Stakeholder Management

Client Relationship Strategy & CRM Integration
Vendor & Partner Negotiation
Investor Relations & Stakeholder Communication
Business Intelligence & Reporting Systems
Client Vision Translation & Concept Alignment
Strategic Recommendations & Satisfaction Optimization

Creative Production & Experience Design

Creative Direction & Multimedia Storytelling
Brand Development & Experience-led Positioning
UI/UX Design & Interactive Media
Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Video, Audio, and Photography Production
Typography, Font Management & Branding Systems
Thematic Development & Audience Resonance

Marketing & Strategic Communications

Data-driven Campaigns & Market Trend Analysis
Multi-Channel Content & Social Media Strategy

Business Operations

IP Development & Patent Management
Corporate Restructuring & Fundraising

AI, Innovation & Emerging Technology

Applied AI for Workflow Automation & Efficiency
Local LLM Deployment, Training & Prompt Engineering
Model Context Protocol (MCP) Design & Implementation
Innovation Strategy & Digital Transformation
Automation Tools (n8n, PowerApps, Home Assistant)
Real-time Dashboards & BI Integration
CMS & CRM Customization for Scalable Operations

Industries & Use Cases

Events, F&B, and Guest Experience Design
Hospitality & Venue Systems
Retail, Media, and Government Integrations
Sustainability Analytics & Smart Operations
Mobile Content Delivery & Digital Signage

Previous Clients:

GroMaxx Hospitality Group, Abu Dhabi DCT, Yas Marina Circuit, Miral, BarCoe Studios, Diablito Restaurant, Yas Marina, Levels Audio Visual, Taste of Abu Dhabi, NYC.Gov, NYS SBA, Harlem Tavern, La Mer Dubai, Merras, NASA - John Glenn Research Center, Ogilvy, DraftFCB, Y&R, Peppercider Farms, Univision, SobieskiVodka, Gregory Colbert, EuroCircle, WPP, City ofChicago, Perkins Eastman, RAMSA, James & Co, YMCA of NYC, Nomadic Museum, Museum of Art & Design, Disney Studios, Elinor Michlan, GoShow Entertainment, Lockheed Martin, HurryDate, ReturnPath, Shalimar Real Estate Management

References

Daniel Ball

Co-Owner / CTO - LevelsAV

@: daniel@levelsav.com

Sanjeewa Chamil

Group Executive Chef - Yas Plaza Hotels

@: sanjeewa.chamil@yasplazahotels.com

Michael Bailey

Ontrade Manager - Spinneys Abu Dhabi

@: MikeB@spinneysauh.com

Adam Millward

Director Of Hospitality - Ethara

@: adam.millward@ethara.com

Jubu Samuel Thankachen

H.R. Director - Stars N Bars

@: J.Thankachen@starsnbars.ae

Publications

Method and system for placing gift wagers

US Patent Office

Filed Apr 3, 2002

@: <https://tinyurl.com/WO2003084624A1>

Electronic information content control

US Patent Office

Filed Jan 31, 2001

@: <https://tinyurl.com/WO2003065216A1>

Experience..

Project Hospitality Solutions

Senior Events Director / Managing Partner

@: <http://ProjectHospitality.me>

June 2019 - May 2023

Abu Dhabi, UAE

- Founded and led Project Hospitality, a boutique event and F&B consultancy, serving as principal strategist and solutions architect across all client engagements with a strong focus on event innovation, operational excellence, and hospitality-forward experiences.
- Directed full-lifecycle delivery of large-scale events—from ideation through execution—using agile methodologies to align client vision with real-world constraints, integrating audience engagement strategies, vendor coordination, and logistics.
- Managed end-to-end logistics for concerts, sporting events, and cultural festivals, leveraging systems thinking and digital tools to ensure seamless delivery for both guests and partners.
- Collaborated with government and private-sector clients, including the Abu Dhabi Department of Culture & Tourism, Miral, and Yas Marina, to translate creative briefs into high-impact event activations, known for achieving operational KPIs and guest satisfaction benchmarks.
- Led venue revitalization and concept launches, spanning sports pubs, rooftop lounges, and immersive entertainment venues, embedding modular infrastructure, creative programming, and scalable operating models suited for evolving audience behaviors.
- Developed custom tools for guest engagement, team coordination, and inventory control, including app-based platforms and real-time dashboards that enhanced event delivery and improved operational visibility.
- Provided strategic support in branding, entertainment curation, and digital marketing, using data-driven insights to tailor experiences to demographic and psychographic profiles, improving campaign ROI.
- Designed and implemented technical infrastructure including integrated AV systems, digital signage networks, and energy monitoring solutions, ensuring venues were both technically sound and guest-ready.
- Spearheaded implementation of POS, CRM, and ordering systems, including QR-based menus and contactless payments, aligning operational workflows with post-pandemic service expectations and increasing throughput.
- Acted as a trusted product and project lead, translating client goals into actionable initiatives, aligning internal teams and agency partners across all deliverables with clear timelines and performance metrics.
- Consistently used hospitality engagements as testbeds for innovation, rapidly prototyping, testing, and iterating technology solutions in live environments to ensure functional fit and long-term scalability.
- Delivered measurable results through proposals, pitches, and strategic plans that secured new business and long-term partnerships, valued for their clarity, creative vision, and focus on performance outcomes.

FiveCurrents / Expo2020 Dubai

Operations Manager

@: <https://fivecurrents.com/>

Feb 2022 - Apr 2022

ExpoCity, Dubai

- Built lightweight digital tools using Excel and simple web platforms to support operational tracking, team communication, and task management in a dynamic event environment.
- Custom-built an incident management and logging system, as well as pre-show checklists and digital workflows to improve readiness and accountability.
- Applied a tech-informed, innovation-focused mindset to all responsibilities, identifying opportunities for efficiency improvements and more seamless cross-team workflows.
- Played a pivotal role in the successful delivery of the Expo2020 Closing Ceremony, ensuring seamless execution and adherence to high operational standards.
- Developed and implemented integrated systems across security, medical services, transportation, catering, and health & safety, maintaining cross-functional efficiency and compliance.
- Managed day-to-day operations for crew and plant logistics, coordinating stakeholders and resources to uphold event timelines and performance expectations.
- Conducted regular audits and walkthroughs to uphold strict health and safety protocols, contributing to a safe and enjoyable experience for all attendees.
- Prepared detailed production schedules, monitored budgets, and coordinated with vendors and volunteers, demonstrating strong project management and stakeholder communication skills.

Stars 'n' Bars

Group General Manager

@: <https://starsnbars.ae/>

Oct 2015 - May 2019

Abu Dhabi / Dubai / Sri Lanka

- Recruited initially as a transformation consultant from NYC based on references and recommendations for a 6–9 month engagement, which evolved into a full-time role as Group General Manager.
- Spearheaded the launch and management of the Stars 'N' Bars brand across Abu Dhabi, Dubai, and Sri Lanka, adapting the original Monte Carlo concept to diverse regional markets.
- Oversaw all phases of venue development, from design and construction through pre-opening, daily operations, and brand-aligned marketing campaigns.
- Led the design and implementation of the AV and lighting systems, including 70+ digital screens powered by 10 unique content sources. Developed a custom interface allowing guests to listen to screen audio via personal devices, and staff to assign screen programming effortlessly.
- Built a custom scheduling platform that automatically updated content based on live sports calendars, enabling dynamic in-venue displays and client-accessible previews of upcoming broadcasts.
- Devised and implemented a gamified sales system that integrated real-time POS data with a web application to trigger dynamic on-screen activations tied to purchases, increasing engagement and spend.
- Directed the social media and marketing team, leading campaign strategy, trend analysis, content scheduling, and management of design, copywriting, and publishing workflows.
- Implemented a digital shift-management system that enabled staff to swap shifts, submit time-off requests, view tip allocations, communicate with management, and track hours—improving team coordination and transparency.
- Held final decision-making authority across restaurant operations, including financial management, guest experience, staffing, vendor relationships, and cost optimization strategies.
- Directed marketing, branding, and product expansion initiatives, tailoring offerings and promotional strategies to meet local market trends and customer behaviors.
- Ensured full compliance with food safety standards, local regulations, and brand quality benchmarks to uphold the venue's professional image and guest trust.
- Transformed customer feedback into actionable service improvements, building loyalty by resolving issues swiftly and ensuring operational consistency across shifts.
- Led personnel strategy including recruitment, training, performance management, and team development to build a resilient, high-performing culture.
- Maintained the brand's award-winning reputation while localizing its identity and operations for the UAE and Sri Lankan markets, demonstrating adaptability, innovation, and operational excellence.

Education

SUNY Morrisville
Computer Systems Engineering
3.4 GPA

MCSE

Microsoft Certified Systems Engineer

NYC Health & Food Safety Academy

Food Handling, HACCP, Permits Processes

Languages

English (US)



Spanish (Latin American)



Polish



Python



PHP



Swift



C++ / Arduino / ESP-IDF



SQL



JavaScript



PHP



SQL



Experience...

Tonic Times Square

Director of Marketing and Events

Jun 2011 - Jun 2013

New York, NY

- Built and led a corporate events sales team, introducing CRM tools and digital tracking systems to streamline pipeline management and improve lead conversion.
- Optimized resource allocation and spearheaded staff training programs using collaborative planning tools like shared calendars and dynamic shift spreadsheets to streamline scheduling and resource visibility.
- Coordinated maintenance tasks including repairs, cleaning schedules, renovations, and AV system management to ensure uninterrupted operations.
- Served as the primary marketing lead for all corporate marketing and PR activities, leveraging emerging digital platforms and trend data to shape campaign strategy during a period of growing online engagement.
- Led a transformative overhaul of the Events and Marketing department at Tonic Times Square, resulting in a major uplift in event revenue and daily food sales.
- Set a new sales benchmark by achieving \$129K in ticket sales for the Times Square New Year's Eve Bash, surpassing the previous record of \$89K.
- Boosted weekly food sales from \$25K to over \$40K through targeted social media marketing, promotional campaigns, and revamped service strategies.
- Directed all special event operations including planning and execution for New Year's Eve while aligning sales strategies with brand objectives.
- Redesigned interior layouts, supervised construction, and collaborated with the chef and ownership to refresh the menu and introduce profitable lunch specials.
- Managed venue configuration, food ordering, and event-specific decor across seasons and themes, ensuring brand cohesion and guest satisfaction.
- Oversaw front and back of house operations during high-volume shifts, maintaining service consistency and operational flow.
- Acted as liaison between ownership, staff, vendors, and clients, ensuring smooth communication and seamless project execution across departments.

RandomSynergy

Managing Partner / Lead Consultant

Jan 2003 - Oct 2015

New York City

<http://randomsynergy.com>

- Founded and led Random Synergy, a boutique consultancy that redefined the intersection of hospitality, F&B, and technology through bold, innovation-driven strategies.
- Deployed custom-built digital tools to optimize ordering, inventory, and team communication, streamlining workflows and reducing operational friction.
- Engineered cross-platform integrations between web interfaces and back-of-house systems, increasing real-time data visibility and responsiveness for multi-unit operators.
- Prototyped digital solutions including reservation platforms, real-time feedback channels, and mobile dashboards, delivering bespoke tools tailored to each client's landscape.
- Guided startups and legacy businesses through digital transformation journeys, aligning tech roadmaps with evolving business models.
- Led innovation-focused workshops that bridged front-of-house and tech teams, cultivating buy-in and accelerating adoption across operations.
- Built a diversified portfolio of standalone IT projects, hospitality ventures, and integrated initiatives, transforming operations and customer experiences across industries.
- Delivered end-to-end services in business development, marketing, design, and technology, driving measurable improvements in brand positioning, operational systems, and team capability.
- Launched client concepts into profitable ventures through agile execution, strategic leadership, and a bias toward experimentation and continuous improvement.
- Developed and implemented Agile and Scrum workflows to ensure responsive iteration, clear milestones, and cross-functional alignment across projects.
- Turned vision into execution by translating collaborative ideation sessions into structured project plans, leading diverse teams from kickoff through delivery.
- Designed and facilitated best-in-class training programs across hospitality, culinary, and digital tools, elevating team performance and guest impact.
- Led operational audits and hands-on performance reviews, using P&L oversight and coaching to improve financial outcomes and leadership accountability.
- Executed large-scale events, venue launches, and "Bar Rescue"-style interventions, combining creativity with rigorous systems design.