



Randolph Hernandez

Hospitality Strategist & Operator by Trade, Innovation Architect & Engineer by Instinct. Rooted in service, driven by systems, and obsessed with operational excellence.

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Summary

Technology-driven innovator with over 20 years of experience designing and deploying tech-enabled solutions across industries. Known for bridging real-world operational challenges with AI, automation, and workflow optimization, often uncovering growth through random synergies between systems, people, and processes. Recent roles in hospitality and events provided a proving ground for IT-forward thinking, where scalable platforms were built to improve efficiency, profitability, and business intelligence across complex environments.

Experience

Ethara / Yas Marina Circuit

Hospitality & Events Manager

🌐 <http://Ethara.com>

Oct 2021 - Current

Abu Dhabi, UAE

- View hospitality environments as innovation labs, applying a tech-first mindset to test and scale solutions that bridge physical operations with digital intelligence.
- First to deploy AI agents and PowerApp workflows within the company to increase efficiency, business intelligence, accountability, and reporting across event planning, sustainability measurement, incident logging, vendor tracking, and post-event evaluations.
- Acted as product manager for multiple technology-driven initiatives, including a custom POS platform, automated water dispensing units, real-time event metrics dashboards, and inventory management systems.
- Achieved over 36% revenue growth during public catering events by leveraging technology to optimize customer journeys, enhance site planning, reduce service costs, and enable smarter staffing and vendor management.
- Lead projects to upgrade venue aesthetics and improve customer flow using spatial analysis and modular planning, significantly boosting guest satisfaction and operational ROI.
- Produce comprehensive digital documentation systems including budget trackers, staffing maps, venue guides, and SOPs, ensuring executional consistency and real-time visibility across departments.
- Create F&B and entertainment offerings guided by sales trends, social media, guest flow analysis, and feedback loops, delivering optimized experiences across flagship venues including Yas Marina Circuit, Etihad Park, and Louvre Abu Dhabi.
- Collaborate with Business Development to create innovative event concepts and technical infrastructure tailored to both F&B and non-F&B applications, aligning activations with client needs and market trends.
- Direct end-to-end delivery for major events including Formula 1 Abu Dhabi Grand Prix, Ferrari Racing Days, and Open Fire Food Festival, blending hands-on leadership with tech-enabled oversight and systemized planning.
- Lead cross-functional event delivery and production teams, embedding operational discipline, detailed execution standards, and continuous improvement loops throughout each phase.
- Advance HSE and sustainability initiatives by integrating compliance platforms, incident logging systems, and data analytics into vendor assessments, environmental monitoring, waste management, and energy reporting workflows.
- Design site layouts and infrastructure from concept through delivery, integrating branding, scenic design, lighting/AV systems, and F&B units to elevate impact and efficiency.
- Manage multi-layered budgets using forecasting tools and real-time tracking systems to ensure financial accountability across individual scopes and overall project frameworks.
- Serve as the connective force between operations, technology, and executive strategy, translating on-the-ground challenges into scalable digital 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

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)
Smart Venue & Systems Design (IoT, AV+L, POS)
Real-time Dashboards & BI Integration
CMS & CRM Customization for Scalable Operations

Product & Project Management

Agile & SCRUM Methodologies
Full Product Lifecycle (MVP to Launch)
Rapid Prototyping & User Validation
Strategic Roadmapping & Resource Allocation
Cross-functional Team Leadership
Workflow Mapping & Technical Documentation

Systems Architecture & Development

Network Design & Infrastructure Implementation
Audio/Visual/Lighting System Engineering
Digital Asset Management (DAM) Strategy
App Development (iOS/Android, xCode, HTML/CSS, JS)
Programming (Python, C++, Swift, LUA, Arduino)
Docker, Virtual Machines & Cloud Hosting

Creative Production

Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc)
UI/UX Design & Interactive Media
Video, Audio, and Photography Direction
Font Management, Typography & Branding Systems

Marketing, Branding & Experience Design

Data-driven Campaigns & Market Trend Analysis
Investor Relations & Stakeholder Communication
Multi-Channel Content & Social Media Strategy
Brand Development & Experience-led Positioning

Business Operations & Communication

Business Intelligence & Reporting Systems
CRM Integration & Client Relationship Strategy
IP Development & Patent Management
Vendor & Partner Negotiation
Corporate Restructuring & Fundraising

Industries & Use Cases

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

Hospitality, Restaurants, Events & Retail

Event Production & Logistics
Hospitality / F&B Operations & Concept Development
Venue Design & Guest Flow Optimization
Team Management & On-Site Delivery

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>

References

Daniel Ball

Co-Owner / CTO - LevelsAV
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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

Experience..

Project Hospitality Solutions

Managing Partner / Lead Consultant
<http://ProjectHospitality.me>

June 2019 - May 2023
Abu Dhabi, UAE

- Founded and led Project Hospitality as an entrepreneurial consultancy, serving as lead strategist and principal solutions architect for all client engagements.
- Led full-lifecycle projects from ideation to launch, applying innovation-first strategies to optimize workflows, integrate emerging tech, and deliver sustainable, guest-centric hospitality operations.
- Designed and implemented technology ecosystems including POS systems, CRM platforms, and custom AV and lighting control networks, enhancing operational intelligence and user experience.
- Developed app-based tools for event coordination, inventory management, and guest engagement, enabling clients to streamline service delivery and access real-time insights.
- Engineered IT and network infrastructure for venues, from structured cabling and Wi-Fi architecture to cloud-based monitoring and digital signage systems.
- Piloted innovative systems including integrated kitchen operations, QR-based ordering, and energy monitoring tools to align client operations with modern digital expectations.
- Collaborated with clients to launch and revitalize F&B concepts spanning sports pubs, rooftop lounges, and immersive entertainment venues, embedding scalable, tech-enabled operating models.
- Used each hospitality engagement as a dynamic testbed for applied technology and agile methodologies, iterating rapidly on digital innovations based on real-time operational feedback and team input.
- Created and delivered tailored proposals and strategic pitches to secure new business, demonstrating ROI-focused innovation strategies to private and governmental stakeholders.
- Acted as a trusted product and project lead when coordinating with third-party developers and agencies, translating client goals into actionable, tech-enabled solutions with clarity and alignment.
- Provided strategic support in branding, entertainment programming, and digital marketing, using analytics to align campaigns with target demographics and spending behavior.
- Managed end-to-end logistics for concerts, sporting events, and festivals, applying systems thinking and technical foresight to deliver seamless guest and vendor experiences.
- Delivered high-impact projects for clients including the Abu Dhabi Department of Culture & Tourism, Miral, and Yas Marina, recognized for bridging creative vision with technical execution and measurable results.

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.

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, Pepperidge Farms, Univision, SobieskiVodka, Gregory Colbert, EuroCircle, WPP, City of Chicago, Perkins Eastman, RAMSA, James & Co, YMCA of NYC, Nomadic Museum, Museum of Art & Design, Disney Studios, Elinor Michlan, GoShow Entertainment, Lockhead Martin, HurryDate, ReturnPath, Shalimar Real Estate Management

Education

SUNY Morrisville

Computer Systems Engineering
3.4 GPA

MCSE

Microsoft Certified Systems Engineer

NYC Health & Food Safety Academy

Food Handling, HACCP, Permits Processes

Experience...

RandomSynergy

Managing Partner / Lead Consultant

<http://randomsynergy.com>

Jan 2003 - Oct 2015

New York City

- 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.

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.

Languages

English (US)



Spanish (Latin American)



Python



PHP



Swift



C++ / Arduino / ESP-IDF



SQL



JavaScript



PHP



SQL



Experience.....

Extensis

Integration and Consulting Services

<https://www.extensis.com/>

Oct 2005 - Oct 2007

Portland / New York City

- Empowered organizations to implement best practices and maximize ROI using Extensis digital asset management (DAM) solutions, including Portfolio, Suitcase, and Font Reserve.
- Simplified the management of documents, images, fonts, and other media assets, reducing costs associated with asset loss, duplication, and inefficiency.
- Designed and deployed automated creative workflows by integrating DAM systems with cross-platform environments, improving asset access and streamlining collaboration.
- Developed and implemented font management strategies for creative teams, ensuring consistency, compliance, and ease of use across enterprise environments.
- Led the creation of custom asset libraries and metadata taxonomies to enhance discoverability and minimize redundant production efforts.
- Produced detailed documentation and usage guides to support system adoption and training across departments.
- Collaborated with IT, creative, and executive teams to deliver scalable, organization-wide deployments, improving interdepartmental alignment and workflow cohesion.
- Supported sales through solution demonstrations and technical pre-sales support, contributing to customer acquisition and retention.
- Developed custom plugins and web front ends for the Portfolio Suite, extending system functionality, integration into other systems and client-specific utility.
- Designed and implemented network infrastructures for clients, either from scratch or through strategic reconfiguration, to support seamless integration and communication between DAM systems, teams, and platforms.
- Worked closely with high-profile clients—such as Ogilvy, Disney, NASA, WordPress, Rhode Island School of Design, City of Chicago, Miami Dade University, and the National Research Council Canada—adapting quickly to their complex workflows and ensuring successful deployment and adoption of DAM solutions within demanding media-rich environments.
- Traveled extensively (10–15 days per month) to deliver training, conduct on-site integrations, and support client engagement.
- Identified opportunities for upselling and expansion with existing clients, driving growth through deep technical and business understanding.

Urban Box Office

CTO / CIO

Feb 2001 - Sep 2005

New York City

- Spearheaded the design and implementation of IT infrastructure at Urban Box Office, contributing to digital product development, marketing strategy, and technical leadership.
- Authored a successful investment proposal that secured \$3 million in funding by clearly articulating the company's tech-driven roadmap and growth vision to prospective investors.
- Represented the company internationally, leading investor and partner presentations and managing global teams to build strong operational and financial relationships.
- Created and filed patent applications for proprietary technologies, transforming internal innovations into valuable intellectual property.
- Directed the development of an advanced content management system that supported 17 company-owned websites, enabling centralized publishing, consistent branding, and real-time updates across digital properties.
- Engineered an industry first, a Macromedia Flash-based content management system using ActionScript and ColdFusion, establishing the technical foundation for monetizable IP and investor interest that led to patent filings.
- Worked directly with leading industry figures, including Nicholas Negroponte of MIT, to shape forward-thinking digital strategies and build credibility in the tech space.
- Played a key role in corporate restructuring, navigating the company through a successful exit from bankruptcy protection and managing asset liquidation to satisfy creditor obligations.
- Oversaw technical systems for video production, sound editing, and content mastering, ensuring media delivery met broadcast and commercial standards.
- Maintained relationships with third-party media production, mastering, and fulfillment vendors, aligning execution with brand goals and quality expectations.
- Led R&D initiatives focused on mobile broadcasting systems and new content delivery devices, supporting the company's innovation pipeline and future-readiness.
- Developed internal workflows and partnered with external platforms to implement basic DRM protocols, helping the company retain control over distributed digital media content.
- Bridged technical, creative, and executive teams to align software development with content strategy and monetization goals, fostering a startup culture of rapid iteration and transparent communication.
- Introduced shared intranet systems and internal documentation platforms to improve collaboration between departments and streamline project lifecycles.
- Drove business development and marketing strategy through technology evangelism, articulating the company's value proposition across industry platforms and events.