



Randolph Hernandez

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

📍 Abu Dhabi, United Arab Emirates • 📞 +971.58.585.0170 • 📧 me@RandolphHernandez.com •
🌐 <http://RandolphHernandez.com>

Summary

Technology-driven innovator and hands-on builder with over 20 years designing and deploying AI-enabled platforms across industries, bridging real-world operational challenges with agentic AI, automation, and workflow optimization. An early deployer of company-wide AI agents and local language models, with real Model Context Protocol integration, reusable AI skills, and the guardrails and human-in-the-loop controls that make AI safe to ship. Recent leadership in hospitality and events was the proving ground for this thinking, where scalable, governed platforms lifted efficiency, profitability, and business intelligence, then graduated into commercial, productized capabilities.

Experience

Ethara / Yas Marina Circuit

Hospitality Manager & IT Advisor

🌐 <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.

Profiles

🌐 [randolphhernandez](#)

🌐 [RandomSynergy17](#)

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

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, Lockheed 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

References

Daniel Ball

Co-Owner / CTO - LevelsAV

@: daniel@levelsav.com

Adam Millward

Vice President- Hospitality Strategy and implementation

@: adam.millward@ovgmiddleeast.com

Ather Nazeer

IT Manager - Yas Marina Circuit / Ethara

@: ather.nazeer@ymc.ae

Sanjeewa Chamil

Group Executive Chef - Yas Plaza Hotels

@: sanjeewa.chamil@yasplazahotels.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>

Languages

English (US)



Spanish (Latin American)



Python



PHP



Swift



C++ / Arduino / ESP-IDF



SQL



JavaScript



Node.js



SQL



Experience..

Project Hospitality Solutions

Managing Partner / Lead Consultant

@: <http://ProjectHospitality.me>

June 2019 - Current

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.

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.
- 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.
- 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.

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.
- Developed and implemented Agile and Scrum workflows to ensure responsive iteration, clear milestones, and cross-functional alignment across projects.
- 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.