

Contact

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Top Skills

Audio Visual (AV) Systems

Director level

E-Commerce

Languages

Polish (Limited Working)

Spanish (Native or Bilingual)

English (Native or Bilingual)

Certifications

NYC Food Handling and Preparation
Safety

Honors-Awards

Sports Bar of the Year - Abu Dhabi

Bar of the Year - Highly Commended
- Abu Dhabi

Patents

Method and system for placing gift
wagers

Electronic information content control

Randolph Hernandez

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

Abu Dhabi Emirate, United Arab Emirates

Summary

I'm a systems-minded innovator with 20+ years of experience designing and deploying tech-forward solutions across hospitality, events, media, and emerging markets. Whether building AI-powered workflows, driving digital transformation, or launching cross-platform experiences, I bring a product architect's mindset—aligning human needs with scalable, data-informed systems.

Hospitality & Events has been my lab, not my lane—one of many environments where collaboration across disciplines comes to life. I've spent my career embedded in restaurants, venues, and cultural destinations—not to remain in operations, but to experiment, prototype, and apply innovation in high-pressure, real-world contexts. From custom POS and CRM platforms to automation frameworks powered by LLMs and IoT, I've led initiatives that prove high-impact technology thrives when shaped by frontline insight and behavioral nuance.

Colleagues know me for uncovering “random synergies” others miss—blending creative instinct with agile execution and operational fluency to deliver measurable outcomes. Whether in boardrooms or on the ground, I translate complex challenges into clear pathways that drive profitability, guest impact, and long-term innovation.

Experience

Ethara

Hospitality & Corporate Events Management

October 2021 - Present (4 years 6 months)

Abu Dhabi, Abu Dhabi Emirate, United Arab Emirates

At Ethara / Yas Marina Circuit, I led end-to-end delivery of food, beverage, and guest experiences across a range of events, from intimate corporate gatherings and MICE activations to mega-scale productions like the Formula

1 Abu Dhabi Grand Prix, applying a systems-thinking and innovation-driven approach.

By embedding technology into operations including AI agents, PowerApp workflows, custom-built POS systems, and smart reporting tools. I have helped increase revenue by over 36% during public catering events while simultaneously reducing construction and service costs. These enhancements also elevated accountability, operational efficiency, and guest satisfaction.

I design and execute F&B concepts tailored to audience behavior and brand alignment, managing everything from modular layouts and vendor logistics to team coordination and post-event analytics. My leadership has expanded Ethara's services into government and third-party sectors, creating scalable and creative event formats beyond traditional models.

In addition to developing and enhancing venue aesthetics, guest flow, and smart sustainability tracking, I contribute to Ethara's reputation as a premier destination for corporate and leisure events. Grounded in operational excellence and driven by a passion for digital transformation, I treat each engagement as a test environment, continuously delivering improved guest experiences and more refined business intelligence.

Project Hospitality Solutions

Executive Director & Founder

June 2019 - Present (6 years 10 months)

United Arab Emirates

At Project Hospitality, I serve as the founder and principal consultant, partnering with clients across hospitality, entertainment, and retail to deliver strategic, technology-infused solutions. This consultancy became the platform through which I executed innovation-first Hospitality concepts, developed tech-integrated venues, and led transformation initiatives across the Middle East.

I have directed end-to-end project delivery, from concept ideation through launch and refinement, applying a systems mindset to optimize workflows and deploy emerging technologies. I designed custom POS and CRM ecosystems, architected audio/visual and lighting systems, and built app-based tools for real-time coordination, inventory tracking, and guest engagement. These platforms became operational backbones for clients ranging from rooftop lounges to immersive entertainment venues.

In many engagements, I acted as both product manager and project lead—translating business goals into actionable development sprints with third-party agencies and developers. Clients relied on me not just to execute but to bridge gaps between creative vision and functional technology, often bringing me in to identify inefficiencies and uncover scalable solutions.

My work extended to infrastructure and automation, including AV control networks, network architecture, and even localized LLM-based tools to support sales, support, and venue teams. Through my collaboration with top tier AV Suppliers, I further advanced these implementations, building in-house platforms for signage content management, event display systems, and automation layers powered by n8n and Home Assistant.

With each project, I treated the venue as a live R&D environment, applying agile methodologies to experiment with digital solutions under real-world conditions. My work in this period not only improved client operations but also laid the foundation for productized innovations that continue to support business growth across sectors.

FiveCurrents

Operations Manager - Expo2020 Dubai

February 2022 - April 2022 (3 months)

Dubai, United Arab Emirates

As Operations Manager for FiveCurrents during Expo2020, I played a pivotal role in the successful delivery of the event's globally televised Closing Ceremony. My responsibilities spanned the full operational lifecycle—developing and implementing systems across security, medical services, transportation, catering, and health and safety—to ensure seamless execution under high-stakes conditions.

I created lightweight digital tools, including an incident management system, pre-show checklists, and custom scheduling platforms using Excel and web-based solutions. These tools enhanced operational visibility, streamlined workflows, and improved real-time responsiveness on the ground.

My role also involved managing production schedules, overseeing budgets, and coordinating logistics across multiple vendors, volunteers, and internal teams. I collaborated closely with stakeholders to ensure strict adherence to Expo2020's operational and safety protocols, contributing to a flawless, on-brand delivery that reflected the event's global stature.

Stars 'N' Bars - UAE

Group General Manager

October 2015 - May 2019 (3 years 8 months)

Abu Dhabi, United Arab Emirates

Initially brought on as a transformation consultant, I was appointed Group General Manager of Stars 'N' Bars UAE to lead the brand's expansion across Abu Dhabi, Dubai, and Sri Lanka. I oversaw all phases—from design and construction to daily operations and brand localization—translating the spirit of the original Monte Carlo venue into dynamic, culturally relevant experiences for diverse regional markets.

With a deep focus on integrating innovation into hospitality, I introduced scalable systems and tools that enhanced both the guest journey and backend operations. I architected a venue-wide AV and lighting control network powering 70+ digital screens with synchronized content, real-time scheduling, and personal audio streaming capabilities. I also deployed gamified marketing using live POS data and built internal tools for staff shift management, performance tracking, and direct communication.

Beyond technology, I drove performance by refining menu engineering, reimagining brand activations, and elevating staff culture. I led hiring and training across departments, managed budgets and P&Ls, and collaborated closely with ownership and designers to maintain brand consistency while adapting to local preferences.

This role embodied my approach to hospitality as a platform for experimentation—where technology, design, and team empowerment converge to drive customer engagement, operational excellence, and measurable growth.

Random Synergy

Owner / Director

January 2003 - October 2015 (12 years 10 months)

Greater New York City Area

As the Owner and Director of Random Synergy, I led a boutique consultancy dedicated to revolutionizing the hospitality, food/beverage, and technology sectors. Our mission was to transform ideas into profitable ventures through bold risk-taking and relentless innovation. We partnered with both small businesses and large corporations, offering a spectrum of services from business development and marketing to design and technology consulting.

Our approach was holistic, aiming not just to attract new customers to food and beverage establishments but also to overhaul businesses and train staff, alongside assisting Fortune 500 companies in product development and marketing strategies.

At Random Synergy, we embraced proven startup practices and methodologies, such as Agile/Scrum, to address challenges and stimulate innovation across projects. Our work encompassed managing all business aspects, including sales, production, development, and marketing, and providing specialized consultancy services as CTO, General Manager, or Product Manager. We excelled in translating brainstorming sessions with clients and production teams into actionable, executable tasks. A significant part of our strategy involved teaching best practices and offering comprehensive training to enhance proficiency in technology, food, beverage, and hospitality.

Our commitment to adding value extended to detailed P&L reporting and monitoring, offering hands-on leadership to inspire both staff and owners, and providing robust technology support. This included everything from network design and POS systems to desktop training. Moreover, we were heavily involved in producing events and concerts, executing "Bar Rescue" operations, optimizing business operations through technology solutions, implementing inventory management systems, and crafting targeted social media and traditional marketing campaigns.

Heights Tavern

Assistant General Manager

June 2013 - February 2015 (1 year 9 months)

Greater New York City Area

As the Assistant General Manager at Heights Tavern, a casual dining spot beloved in Washington Heights for its American cuisine with Cajun-inspired dishes, freshly made salads, craft beers, fine wines, and signature cocktails, I played a crucial role in the establishment's success from its inception. My responsibilities included direct reporting to ownership and investors, managing the pre-opening operations from construction to grand opening promotions, and leading the hiring process across departments to build a strong team. I managed all press, social media, public relations, and advertising campaigns, significantly raising the restaurant's profile.

My leadership saw the creation of "The Taverns Group" restaurant collective and the establishment of meaningful partnerships with community groups, non-profits, and notable institutions like Columbia University and NYP Hospital. I was responsible for the financial oversight of food and labor costs, conceptualizing and executing high-profile events such as New Year's Eve, Halloween, and Super Bowl parties, which enhanced our brand presence and customer engagement. In collaboration with the ownership, I streamlined operations, set high standards across the board, and worked closely with the Executive Chef to innovate our menu offerings, ensuring both new and high-profit items were regularly introduced.

I also took charge of developing comprehensive staff manuals and training programs to ensure consistency in service, designed and implemented IT systems for efficient document sharing and task management, and managed the logistical aspects of corporate events, catering, and boxed lunches. My role extended to overseeing repairs, troubleshooting technical issues, and liaising with vendors for supplies, all while fostering a culture of excellence and innovation that contributed significantly to Heights Tavern's reputation as a community staple.

Tonic Times Square

Director of Marketing and Events

June 2011 - June 2013 (2 years 1 month)

727 7th Avenue New York, NY 10019

As Director of Marketing and Events at Tonic Times Square, I led a full-scale revitalization of the venue's branding, promotions, and events programming—transforming it into one of Times Square's top dining and nightlife destinations.

Through strategic campaign development and social marketing initiatives, I drove food sales from \$25K to over \$40K weekly and broke all previous event records, reaching \$129K in ticket sales for New Year's Eve—a jump from the previous high of \$89K. I built and trained a corporate sales team equipped with CRM workflows, custom scripts, and lead-gen tactics that consistently outperformed targets.

I also consulted on the venue's physical redesign, collaborated with chefs and owners to optimize the menu, and launched new dining formats to improve lunch performance. My role spanned the full event lifecycle, including vendor relations, decor, audio/visual coordination, and operations support during high-volume service periods.

On the marketing front, I owned all corporate communications and social strategy—running promotions, overseeing design and content calendars, and managing media relations. I spearheaded co-branded campaigns and concierge partnerships, ensuring brand consistency across every guest touchpoint.

Behind the scenes, I also managed facility maintenance, staff scheduling, and cross-functional operations, contributing to a consistently elevated guest experience and strong bottom-line growth.

GTR Group / Honey Lounge

General Manager

March 2008 - July 2011 (3 years 5 months)

As the General Manager of GTR Group / Honey Lounge, a premier lounge and restaurant nestled in the vibrant Meat Packing / West Village area of New York City, I oversaw the establishment's successful transition from previous ownership. The venue, known for its inviting ambiance with exposed brick, warm mahogany paneling, and a 25-foot amber backlit bar, became a favored local haunt for foodies and night owls. My role involved managing a wide array of operational facets, including staffing, vendor relations, and event partnerships. I was instrumental in drafting and implementing policies, employment agreements, and contracts that solidified the lounge's foundation for success.

Under my leadership, Honey Lounge embraced digital transformation through the launch of various social media campaigns and the development of interactive technology. This strategic move significantly increased patronage and participation, bolstering the lounge's reputation in the competitive New York City nightlife scene. Furthermore, I introduced an inventory management system based on usage, which greatly improved the accuracy of reporting and ordering of goods. My hands-on approach extended to training staff in providing exceptional customer support and fostering a welcoming environment, crucial aspects that contributed to the lounge's allure.

The rebranding and renovation of Honey Lounge marked a pivotal phase in its evolution, a process I closely managed to ensure alignment with our vision of becoming the neighborhood's sweet spot. My commitment to quality control, especially in food and cocktail preparation, set high standards that elevated the guest experience. Regular collaboration with the owners allowed

me to provide timely updates, set strategic goals, and execute directives that propelled the lounge forward. Through these concerted efforts, Honey Lounge solidified its standing as a distinguished destination that seamlessly blended exquisite dining with an inviting atmosphere.

Extensis

Systems Engineer, Integration and Consulting Services

October 2005 - October 2007 (2 years 1 month)

As a Systems Engineer in Integration and Consulting Services at Extensis, I played a pivotal role in addressing the challenges businesses face with the escalating volume of digital files. My contributions were centered around providing training and integration services that empowered organizations to establish best practices and maximize the benefits of Extensis Portfolio, Suitcase, and Font Reserve digital asset management (DAM) solutions. This effort was aimed at simplifying the management of documents, images, fonts, and other media files, thereby mitigating the costs associated with the potential loss and recreation of these files.

My role demanded extensive travel, dedicating a significant portion of my time to sales calls, training sessions, and on-site integrations. Working in tandem with the Senior Sales Representative, I focused on identifying new potential customers and upselling to existing clients. I was responsible for implementing digital asset management workflows that integrated best practices and technology, designing font management strategies for creative teams, and engineering solutions across multiple platforms to establish automated creative workflows. These initiatives ensured brand consistency and streamlined operations across client organizations.

I led the creation of customized asset libraries to reduce creative effort duplication, authored detailed documentation and usage guides for all newly implemented systems, and collaborated with client IT, creative, and management teams to deploy comprehensive company-wide solutions. Additionally, my responsibilities included supporting the sales team by demonstrating solutions and providing pre-sales support, offering insights and recommendations to the product marketing and management team, and developing customized plugins and web front ends for the Portfolio Suite. Through these efforts, I significantly enhanced the efficiency and creative capabilities of Extensis' clients.

Urban Box Office

CTO/CIO

February 2001 - September 2005 (4 years 8 months)

Greater New York City Area

As CTO and CIO at Urban Box Office (UBO), I was responsible for building the company's digital and IT backbone from the ground up—from infrastructure and content systems to product management and investor relations. I architected and implemented the core technology stack, leading teams in the design of scalable platforms for streaming, media management, and content publishing.

One of my earliest initiatives was drafting the investment proposal that secured \$3 million in funding, laying the foundation for UBO's growth strategy. I played a key role in business development, investor presentations, and strategic marketing efforts across global markets.

I led the creation of the industry's first Macromedia Flash-based content management system, engineered with ActionScript and ColdFusion. This CMS powered 17 brand and artist websites and served as the foundation for multiple patented digital experiences—a critical turning point that elevated UBO's IP portfolio and re-attracted investor confidence.

My responsibilities spanned IP development, software architecture, and mobile broadcasting R&D. I filed patent documentation for proprietary technologies and collaborated closely with innovation leaders like Nicholas Negroponte (MIT). I also directed initiatives that enabled UBO to successfully restructure and exit DIP (Debtor-in-Possession) status, managing asset liquidation while preserving key product lines.

Additional responsibilities included overseeing systems for video, audio, 3D content, and metadata management; managing relationships with mastering, fulfillment, and production partners; and leading the productization of tools for internal and external use. I also served as a cross-functional advisor across marketing, branding, and digital strategy—blending technical fluency with entrepreneurial execution to support UBO's mission at the convergence of media, tech, and culture.

Viacom International

Help Desk Engineer

January 1998 - February 2001 (3 years 2 months)

During my tenure at Viacom, specifically within the MTV Networks team from January 1998 to February 2001, I was deeply involved in the IT infrastructure, providing crucial support as both a Help Desk Engineer and in Help Desk Support roles. My responsibilities encompassed delivering comprehensive over-the-phone and on-site IT customer support to over 3,000 end-users, a challenging but rewarding task that required not only a deep understanding of technology but also the ability to communicate effectively with a diverse user base. My role was instrumental in ensuring the seamless operation of IT services, directly contributing to the productivity and success of the MTV Networks team.

A significant part of my duties involved evaluating and standardizing new hardware and software platforms across user groups. This process was critical in maintaining the reliability and efficiency of our IT systems, enabling the MTV Networks team to stay at the forefront of technological advancements and media production. By consistently updating and optimizing our technology stack, I was able to support the dynamic needs of our creative and operational teams, ensuring they had the tools necessary to produce compelling content and engage with their audience effectively.

Moreover, I took the initiative to author internal technical documents and guides, designed to assist with troubleshooting, configurations, and system builds. These resources became invaluable to our team, enhancing our IT support framework and empowering users to resolve minor issues independently. This proactive approach not only improved our overall IT service delivery but also fostered a culture of learning and self-sufficiency within the MTV Networks team. My time at Viacom was marked by a commitment to excellence in IT support and a dedication to empowering our team through technology.

Education

Microsoft MSCE

MSCE, Windows Operating Systems and Engineering · (1998 - 1999)

State University of New York College of Agriculture and Technology at Morrisville

Bachelor's degree, Computer and Information Sciences and Support Services