



The Great Reset: A Journey of Rediscovery

From Dishwasher to Data Strategist: A 29-Year Journey

I began my professional career as a dishwasher in a hotel Panorama in Prague, earning money to support my studies. It was a simple job, but it introduced me to the world of hospitality. A short time later, I saw an advertisement for a reservations clerk position at another large hotel in town. I jumped at the opportunity. That was the moment I truly started learning about the hotel business, and I found myself fascinated – watching international travelers come and go, engaging with them, and improving my English along the way.

A couple of years later, that same hotel was acquired by Hilton. That's when my real career took off. I remained in reservations for a while, but I was quickly drawn into the world of revenue management – an emerging discipline in the hospitality industry. It was an exciting time. I was pioneering new concepts, developing insights and reports that allowed us to make better business decisions. Many of these ideas were eventually adopted by other hotels in the region.

My career took me across the world – from hotels in Greece to Nigeria, then to leading regional revenue management functions in Europe, and later in the Middle East, and Africa. When I moved to the USA, I was tasked with establishing Hilton's data and reporting function in support of revenue management, which later expanded to commercial teams, including sales, marketing and loyalty. I witnessed firsthand how Hilton evolved through multiple transformations, each one more fascinating than the last.

In my latest role as VP of Data Strategy and Governance, I found immense fulfillment in solving business challenges through data. I was dedicated to making data the #2 asset (after our Team Members), making it accessible, secure, and impactful – helping Hilton drive competitive advantage through a data-driven mindset.

The Turning Point

But after the pandemic, I began to feel that my role wasn't evolving as rapidly or as effectively as I had envisioned. I remained committed to my mission – ensuring Hilton's data was the best it could be – but something inside me had shifted.

Every year, as part of Hilton's performance management cycle, I would reflect on the previous year, evaluating my contributions and my purpose within the organization. Every year, I could clearly see the value I provided, the impact I made. But in January 2024, something was different.

For the first time, I felt an unease. A question began to form in my mind:

How long is too long with one organization?

For nearly three decades, I had unwavering loyalty to Hilton. I always assumed I would continue my journey with the company indefinitely. But last year, I started sensing a change within myself.

I noticed I wasn't as quick or efficient in developing my thoughts and turning them into action – there was a subtle but undeniable delay, one that felt unfamiliar and unsettling. At the same time, I sensed that this shift wasn't just affecting me; my team was no longer getting the best of me, and the impact I once had was beginning to fade. That realization struck me deeply.

Was it time for a change?

After deep reflection, discussions with family and trusted friends, I made a decision. It was time to step aside. To take a step back, not just to evaluate my career, but to rediscover myself. To reset.

The Deep Dive into Rediscovery and Reinvention

Stepping Away to Gain Clarity

Honestly, I couldn't believe I was even considering leaving Hilton. The idea felt almost surreal. But as that thought took root, I knew I needed distance to truly understand what was happening. I believed that seeking professional guidance while still working wouldn't be as effective – I needed space, both mentally and physically, to explore what was next.

So, I stepped out.

I engaged a therapist. I sought the advice of a professional business coach. And I embarked on what many call soul-searching – though, in reality, it felt more like an excavation. I started uncovering layers of myself that had been buried under years of structure, routine, and commitment to my career.

Yet, with this process came an unexpected challenge: my self-confidence took a hit. For the first time, I questioned myself in ways I never had before.

The Power of Putting Thoughts on Paper

One of the most powerful exercises during this period was mind mapping. My thoughts felt scattered – countless questions and ideas flooding my mind at all times. Writing them down gave me something concrete to work with. It allowed me to see patterns, form connections, and gain clarity.

The Master Reset: Redefining My Core

I realized that I didn't just need a reset. I needed to question the very core of my operating system.

This was painful. It was uncomfortable. And it was made even harder by the fact that, for the first time in almost three decades, I was in the category of "unemployed." It was a life event just as profound as any other major transition people go through.

Yet, within this struggle, a new perspective began to emerge. Looking back on my career, I saw not just the accomplishments but also the missed opportunities, the mistakes, the moments I could have done better. And while confronting those realizations was tough, it was also empowering.

A Key Turning Point: The First Consulting Role

As I was working through this transformation, I was approached with an opportunity to spearhead the Enterprise Hotel and Brand Content Strategy initiative in. Given my close proximity to product mastering, this subject intrigued me, and I decided to take on the challenge.

For nine months, I was fully immersed in this project, and it turned out to be one of the most fulfilling and successful experiences of my career. I had the chance to engage with new leaders, expand my network, and quickly master a complex subject. More importantly, I found tremendous ease and joy in my work. The strong success of the project reaffirmed my ability to drive meaningful change, and for the first time in a long time, I felt a deep sense of purpose.

That realization led me to consider a new path: consulting. Maybe this was what I was meant to do next. I saw an opportunity to leverage all my experiences – the successes and the mistakes – to help others navigate challenges and build better strategies. I wanted to guide businesses and individuals, helping them avoid pitfalls and drive meaningful impact

Building Aviaticus: A Business and a Mindset

With that in mind, I founded my consulting company: **Aviaticus**.

Why the name? Several years ago, I became a pilot. Aviation is not just a passion – it's a mindset that mirrors the way I approach business.

In flying, success requires strategic planning, adaptability, and execution. Becoming a safe pilot demands a well-thought-out strategy. Every flight begins with thorough preparation – analyzing the weather, defining a flight path, and planning for contingencies. Pilots must always stay ahead of the plane, anticipating risks and adapting to changing conditions. And while in the air, they gain a holistic perspective – seeing the bigger picture while still focusing on the smallest details to ensure a smooth landing.

This mindset is at the heart of Aviaticus. My goal is to help businesses develop clear, strategic roadmaps while staying adaptable in an ever-changing landscape. I believe that by applying the same level of planning, foresight, and execution that pilots use, organizations can navigate complexity with confidence and achieve lasting success.

An Invitation to Connect

Through this journey, I have come to understand the power of vulnerability and the importance of sharing our stories. Career transitions, identity shifts, and personal reinvention are incredibly challenging – but they don't have to be faced alone.

If any part of my journey resonates with you, if you find yourself standing at a crossroads, wondering what comes next, I invite you to reach out. I would love to have a conversation, to share insights, and to help others navigate their own Great Reset. Few things bring me more satisfaction than guiding and supporting others through pivotal moments of change. Let's connect – because none of us have to do this alone.

Looking Ahead

My journey from questioning my identity to building my own consulting business has been one of the most challenging yet rewarding experiences of my life. The Great Reset was more than just a career shift – it was and continues to be a transformation of self.

And now, as I help businesses and leaders find clarity, make smarter decisions, and build stronger strategies, I know that everything I've been through has led me to this moment.

This is my new purpose.

And I'm ready to fly.

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