



## Martin R. Stolfa

Founder, Aviaticus | Washington, D.C.

Strategic Advisor | Organizational Reinvention in the AI Era

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### Background

Originally from the Czech Republic, I built my career inside Hilton's global corporate environment, leading revenue, commercial analytics, operations, and data strategy functions across complex multinational operations.

After nearly three decades operating within large institutional structures, I founded Aviaticus to advise leadership teams navigating structural reinvention in the AI era – bridging commercial reality, technological evolution, and organizational design.

I operate independently and, when scale or specialized execution is required, collaborate with trusted strategic partners to ensure seamless progression from design to delivery.

The name Aviaticus reflects my parallel discipline in aviation – where structured planning, situational awareness, and safe execution under complexity are non-negotiable. The same principles guide my advisory work.

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### What I Stand For

Hospitality is entering a structural shift. AI is not simply another technology layer – it is reshaping:

- How products are digitally represented
- How commercial and operational functions interact
- How decisions are made
- How human and institutional intelligence coexist

The real competitive advantage will not come from tools alone. It will come from aligned organizational posture – alignment before automation.

The organizations that succeed will be those able to:

- Connect strategic ambition with operational reality
- Speak the language of the future without disconnecting from today
- Integrate machine intelligence while strengthening human judgment
- Redesign structure before scaling automation

Every organization begins from a different starting point. The role of leadership is not to leap forward blindly, but to connect ambition with readiness. That bridge is where durable value is created.

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### How I Realize Value

My work is not about deploying tools. It is about structuring reinvention. I guide executive teams through a disciplined yet adaptable framework:

1. Diagnose: Establish clarity around structural friction, capability gaps, and readiness.
2. Reframe: Shift from siloed functions to capability-driven design aligned to strategic ambition.
3. Align: Secure ownership, governance, and measurable value across leadership.
4. Architect: Define responsible automation pathways grounded in impact and risk.
5. Enable: Embed transformation sustainably, strengthening both institutional and human intelligence.

This framework is structured – never rigid. It adapts to each organization's maturity, ambition, capital posture, and cultural context. The outcome is not transformation theater. It is:

- Reduced structural friction
- Clear automation priorities
- Controlled AI adoption
- Strengthened commercial alignment
- A workforce prepared – not destabilized by change

I see my role as translating long-term strategic ambition into structured, measurable progress grounded in present organizational reality.

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