

Operations & Brand Experience Executive

Strategic Operations & Leadership | Experiential Infrastructure | P&L Management | B2B Growth

Executive Profile

Entrepreneurial and results-driven operations executive with 15+ years of success building, monetizing and scaling premium event environments, commercial amenity portfolios and brand experiences. Proven track record of bridging creative vision with operational precision – managing multi-million-dollar P&Ls, directing capital buildouts (NYC & Chicago) and cultivating an elite Fortune 500 client roster (Amazon, Pfizer, L'Oréal, American Express, Facebook). Specialist in engineering scalable operational frameworks, driving asset utilization and leading cross-functional teams to deliver 5-star, hospitality-driven experiences.

Professional Experience

Adams & Company | New York, NY

Director, Amenity Spaces Sales & Operations | August 2025 - Present

Recruited to direct the strategic commercialization, brand integration and daily operations of Adams & Company's new hospitality and amenity space division, including the flagship offsite asset.

- **Asset Monetization Strategy:** Spearhead revenue generation and sales execution across commercial amenity properties, optimizing booking yields and increasing overall commercial real estate valuation.
- **Operational Integration:** Engineered and standardized cross-portfolio sops, embedding high-touch, five-star hospitality model within traditional commercial real estate assets.
- **Brand & Market Expansion:** Lead targeted B2B marketing initiatives to integrate the offsite brand identity across the Adams & Company ecosystem, expanding market share among corporate tenants.
- **Tenant Engagement & Utilization:** Designed exclusive tenant programming and retention strategies, maximizing space occupancy rates across enterprise commercial clients.

OFFSITE, LLC | New York & Chicago

Founder & Managing Principal, Operations & Hospitality | 2011 - 2025

Conceived, launched and scaled a category-defining corporate hospitality venue. Maintained full P&L responsibility, directing multi-state capital expansions, architectural design-builds, B2B sales pipelines and daily venue operations.

- **Multi-Market Scaling:** Executed the design, construction and launch of three flagship venues in NYC and Chicago within five years. Managed the architect, contractor and vendor relationships from initial blueprint to grand opening.
- **P&L / Business Architecture:** Built a high-margin corporate meeting model from \$0 to sustainable to multi-million-dollar profitability, navigating 14+ years of economic cycles and shifting market dynamics.
- **Enterprise Account Portfolio:** Cultivated preferred partner relationships with Fortune 500 brands, including Amazon, L'Oréal, Pfizer, HBO, American Express, NBCUniversal and Facebook.
- **Service Quality & Team Leadership:** Developed a 'frictionless operations' playbook, hiring and training 20+ staff members to consistently achieve five-star client satisfaction ratings and major industry accolades (BizBash, Crain's, Unique Venues).

KEX.PERIENCES | New York, NY

Senior Brand Strategist & Art Director | 2009 - 2011

Directed brand identity, integrated marketing and go-to-market strategies for high-growth ventures.

- Formulated comprehensive digital and print marketing strategies for clients across healthcare, finance and consumer sectors to accelerate brand equity and sales conversions.

Kirshenbaum Bond Senecal & Partners | New York, NY

Interactive Art Director | 2006 - 2009

Promoted PM > Jr AD > AD, demonstrating rapid career progression over three years to lead multi-channel digital and print advertising campaigns for global brands.

- Produced high-impact interactive marketing initiatives for major accounts, including CIT group, Wendy's, BMW, Panasonic and Citi.
- Leveraged a foundational background in project management and workflow optimization to lead cross-functional creative teams in delivering complex digital campaigns.

Education & Core Competencies

Boston University, College of Communications

B.A. in Communications | Boston, MA

School of Visual Arts

Continuing Education, Art Direction & Design

Skills: Executive Leadership | P&L Management | Capital Buildouts & Design-Builds | B2B Growth & Sales Strategy | Commercial Amenity Monetization | Operational Hospitality & Service | Adobe Creative Cloud | Spanish (Conversational)