

Operations & Brand Experience Executive

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

Executive Profile

Entrepreneurial and results-driven executive with over 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 and brand strategy – 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

Acquired to lead 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 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)