

Professional Summary

Accomplished Executive with over 15+ years of experience driving cost reduction, P&L optimization, and operational transformation across multi-unit businesses in the U.S. and Latin America. Proven track record delivering double-digit cost reductions (10–20%), improving unit economics, and generating six-figure recurring financial impact. Trusted advisor to ownership and executive teams, with full P&L ownership, budget approval authority, and contract negotiation experience. Bilingual English–Spanish.

Experience

Fork Hospitality Group Inc. Remote, USA, MX
 President & Operational Strategy Consultant Aug 2020 – Jan 2026

- Lead financial strategy, cost optimization, and operational governance across all portfolio companies.
- Approve annual budgets, oversee full P&Ls, and advise ownership on capital allocation and growth strategy.
- Deliver recurring cost-reduction initiatives, including a 12% cost reduction generating \$220,000 in annual recurring savings.
- Lead executive-level negotiations with vendors, landlords, and strategic partners.
- Oversee a portfolio of ventures, including Bass & Co. and Fork Hospitality Consulting LLC, delivering catering, consulting, and operational management services for corporate clients, luxury events, and large-scale productions.
- Negotiated and secured contracts with high-profile clients, including Netflix productions in Mexico, overseeing catering and logistics for 50+ cast and crew.

Wayback Burgers Austin, TX, USA
 Senior Director of Operations & Strategy Consultant Aug 2022 – Jan 2026

- Launched and scaled a high-volume franchise, increasing annual revenue by 76% through market development, competitive analysis, and sales optimization.
- Scored a 98% rating on the franchise Quality Assurance Report.
- Designed and executed a multi-channel marketing strategy, influencer partnerships, Chamber of Commerce sponsorships, and local media — boosting customer traffic by 53% in year one and adding 10% more through targeted influencer campaigns.
- Negotiated partnerships with Dell, Audi of Austin, Comic-Con, and local organizations, catering events of up to 700 attendees, and raising funds for the Boys & Girls Club.
- Built and led a 15+ person team with structured training programs, improving productivity by 92% and increasing retention.
- Managed payroll, staffing, and budgets while achieving 44% YoY sales growth.

Hotel Esencia Playa del Carmen, México, MX
 Senior Director of Operations & Finance Oct 2018 – Mar 2021

- Drove a 10% increase in profit margins through vendor negotiations, upselling strategies, and menu engineering.
- Oversaw P&L management, forecasting, and variance reporting for multi-outlet operations.
- Reduced food costs by 10% through vendor negotiations and waste reduction initiatives.
- Created incentive programs linked to financial KPIs, boosting high-margin revenue streams.
- Achieved a Forbes 5-Star Rating with an F&B score of 96, credited to operational excellence and client experience initiatives.
- Led a POS upgrade with integrated analytics, improving revenue tracking and operational efficiency.

Hacienda Xcanatún Mérida, Yucatán, México, MX
 Director of Business Strategy & Finance Aug 2017 – Oct 2018

- Directed Opex budgets, forecasting, and financial reporting for luxury hospitality operations.
- Partnered with vendors and accounting teams to improve efficiency and align spending with budget goals.
- Directed menu development, procurement, and cost control during a corporate transition.
- Improved food cost efficiency by 10% through vendor negotiations and waste reduction.
- Created experiential dining programs with live cooking, agave tastings, and cultural storytelling, increasing engagement and revenue.

La Gambeta México City, México, MX
 Business Owner & Director of Business Development Jan 2015 – Aug 2017

Universidad Iberoamericana México City, México, MX
 Professor of Business Administration & Financial Management Sep 2013 – Jan 2015

JW Marriott Hotel México City, México, MX
 Assistant Food & Beverage Director Aug 2013 – Sep 2014

The Ritz-Carlton Philadelphia, PA, USA
 Chef De Partie Nov 2011 – Aug 2013

Education

The Culinary Institute of America Hyde Park, NY, USA
 Master of Arts, Culinary Arts & Wine Studies

Universidad Iberoamericana México City, México, MX
 Bachelor of Business Administration, Management & Operations

Certifications

Emotional Intelligence – Universidad Anáhuac Mayab	Hotel Management – Universidad de las Islas Baleares (Spain) ServSafe Manager	Walt Disney “Star for Service” JW Marriott Hotel Pink Lobster Certification
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Skills & Core Competencies

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| <ul style="list-style-type: none"> Management consulting & performance improvement Executive leadership Training development, team leadership, coaching, project management Cost reduction & margin expansion P&L ownership & financial strategy Strategic storytelling & decision framing Budget, forecasting & variance analysis | <ul style="list-style-type: none"> Organizational restructuring Vendor & contract negotiation SOP & operating model design Executive & ownership advisory Brand development Cross-cultural communication & global partnerships Mentorship, hiring & performance development Revenue growth strategies | <ul style="list-style-type: none"> Data-informed decision making Internal audits Conciliation Payroll Management Preopening and Concept development Menu engineer |
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Tools

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| <ul style="list-style-type: none"> Microsoft 360 Quickbooks Jolt Punch Oracle ERP/SAP Presentation tools (PowerPoint) DocuSign | <ul style="list-style-type: none"> Excel (Advanced financial modeling) Aloha Cloud NCR Salesforce (CRM) Micros Fidelios (Oracle) POS Systems Meta Ads Manager, Google Ads | <ul style="list-style-type: none"> Google Workspace Power BI / Tableau Hyperion / Analplan RUN ADP Jira Confluence |
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