



JUAN T. FERNANDEZ

HOSPITALITY ADVISOR, GRMM

ABOUT

Strong leadership abilities and experience with brands such as Accor, Marriott, Hilton, Sonesta, Radisson and Independent Boutique Hotels, Large Resorts and Lifestyle brands. I have worked on hotel openings, major construction / renovation projects, restaurants, spa development and operations, golf course operations, etc. Specialties: Creating a true "Destination Experience" by creating a "Brand within a Brand". Encompassing +30 years of hospitality service career.

I operate a small boutique advisory firm; CONFER Hospitality Advisors. I currently lead project management for the Hotel Tampa Riverwalk, Tampa, FL. A 277-unit hotel that will undergo and major +\$40m renovation and convert to a Curio by Hilton in 15-18 months.

Prior, I worked in several key market, recent highlights: The 21c Museum Hotel- 2021 & 2022 AAA Four Diamond reward, #4 Top Hotel in Nashville by Conde Nast traveler. International recognition by Le Chaine des Rotisseurs for 2021- Service Excellence award. We sold the hotel in September 2022 to RLJ Hotels.

The Desoto Savannah- Winner of "Best of" Savannah 2019. I lead the renovation and spin to independence on this \$20m project. It was a Hilton from 1966 to 2018. Kessler Corporation, a founding member of Autograph Collection; as VP/GM- Savannah Hotels, 2 luxury hotels and assisted with development plans on the JW Marriott Riverfront Prior experience with operations; I directed multi-platform company with Vacation ownership, Hotel, Gaming, Spa, F&B and Golf operations with Divi Resorts as the V.P/Corporate Director of Resort Operations. Divi Resorts is a Caribbean hotel and resort company with yearly gross revenues of + \$130,000,000 USD. I managed 9 resorts within 5 island destinations. The total division encompassed 3000 employees. I handled all purchasing, IT, development, strategic quality control, service, and standards, as well the new/renovation project scopes up to \$50m. I assisted in developing the points-based program for Divi Vacation Club, away from a fixed-week program.

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I have a very diverse role as a Regional Director, General Manager and several positions within hotels and resorts with brand and non-brand properties. I have designed, built, and renovated, trained, and developed properties and employees in multiple types of properties. I have experience in several markets in the Caribbean, Midwest, and Atlantic regions. I have managed operations for casino resorts, large convention hotels, large resorts, small hotels, boutique hotels and Michelin star restaurants.

I am an excellent communication & organizational skill, great trainer / developer of the team and successful operational cost controls. I always strive to have the staff improve their developmental skills and create a winning team, which provides for a fun and positive workplace environment.