

ROGER KUCH

PMP & MFA

Email | Website | LinkedIn

Dynamic hospitality executive with a proven record of elevating service standards, driving revenue growth, and optimizing hotel operations in high-touch environments. Adept at leading cross-functional teams, increasing operational efficiency, and crafting unforgettable guest experiences that drive loyalty and business success. Proven ability to translate strategic vision into scalable, profitable, and guest-centric hospitality models while fostering a culture of excellence, empowerment, and accountability.

Project Manager & Production Director (Freehold Group | 2024–Present)

- Led cross-functional teams to design, implement, and execute premium guest-centric activations in service environments.
- Managed logistics and service operations, ensuring exceptional client engagement and seamless hospitality flow.
- Developed and implemented training programs to improve guest interactions and create consistent, high-touch experiences.
- Collaborated with service providers, vendors, and stakeholders to uphold brand and service standards across touchpoints.
- Designed and refined standard operating procedures, optimizing daily operations and improving staff efficiency.

Implementation & Experience Operations Manager (ThreeFlow | 2022–2023)

- Transformed onboarding efficiency, reducing process times by 150%, leading to a measurable increase in client satisfaction.
- Designed personalized client engagement strategies, increasing retention through curated service and customer touchpoints.
- Developed training programs that improved team efficiency and elevated service execution in customer-facing interactions.
- Refined customer lifecycle processes, ensuring smoother transitions, increased long-term value, and reduced churn.

Project Management Associate & Guest Services Manager (NASA Jet Propulsion Laboratory | 2017–2022)

- Orchestrated high-profile VIP visits, events, and hospitality, ensuring elevated experiences for execs, and international guests.
- Managed complex logistics, scheduling, and event coordination to maintain seamless daily operations.
- Developed team training and service models, improving efficiency in stakeholder engagement and facility management.
- Collaborated across multiple departments to create a structured approach to guest satisfaction and service optimization.
- Refined workflow processes to enhance team productivity and ensure consistency in guest interactions.

Event & Partnership Manager (AppNexus, now Microsoft Advertising | 2016–2017)

- Produced 185 in-house experiences in 1 year: tech talks, product releases, leadership forums, community programs, et al.
- Created DEI-driven and customer-enabling events that advanced equity, brand loyalty, and strategic NYC Tech partnerships.
- Led multi-department collaboration to execute seamless event logistics, including catering, concierge, and operational teams.
- Developed high-touch service programs that strengthened brand loyalty and increased guest satisfaction.
- Implemented scalable operational processes, optimizing team efficiency and service execution.

Property & Guest Services Manager (Independent Property & Facilities Management | 2011–Present)

- Managed luxury guest accommodations, hospitality operations, and high-touch service models for private properties.
- Oversaw facility operations, housekeeping services, and concierge programming to maintain exceptional guest satisfaction.
- Implemented pre-arrival experience enhancements, ensuring a seamless guest transition from check-in to departure.
- Developed vendor partnerships and service models, optimizing maintenance, property care, and guest readiness.

Core Skills

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| • Luxury Guest Experience Design | • Cross-Functional Program & Experience Management |
| • Strategic Operations Leadership | • Process Engineering & Systems Optimization |
| • P&L Ownership & Revenue Optimization | • Immersive Brand Activation & Experience Design |
| • Team Development & Service Culture Building | • Stakeholder Collaboration & Vendor Partnerships |
| • Executive & VIP Hospitality Expertise | • Crisis Leadership & Adaptive Strategy |

Harvard University (MFA), 2009

University of California, San Diego (BA), 2004

Project Management, PMP - Caltech (cert), 2019

MBA Core Curriculum Micromasters - USMx (cert), 2020

Agile Project Manager - USMx (cert), 2020

Customer Success Manager - SuccessCOACHING (cert), 2022