

BRIAN HOGAN

AI-FORWARD OPERATING EXECUTIVE / HOSPITALITY / ENTERTAINMENT / LIVE EXPERIENCE

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Operating executive who builds the AI systems and runs the live operations they serve. Chief Operating Officer of **Beacher Media Group**, where a production multi-model AI system coordinating GPT, Gemini, and Grok runs brand monitoring for clients including Airbnb, Lyft, GoPuff, and Hard Rock. Before that, two decades producing live entertainment at scale: **Beacher's Madhouse** at \$100M+ in gross revenue, and a full commercial turnaround at **Hooters Casino**. Las Vegas resident.

VALUE CREATED

165%

TRevPAR increase in a full casino resort turnaround

\$2.6M

entertainment built from a loss leader into its own P&L in year one

\$100M+

gross revenue produced at Beacher's Madhouse

\$1.5B+

press and social impact across client brand programs

2.11x

return on capital at exit following the repositioning

EXPERIENCE

BEACHER MEDIA GROUP

Aug 2018 to Present

Chief Operating Officer / Beverly Hills, California

- Designed and operate a production **multi-model AI system** coordinating GPT, Gemini, and Grok under a single governing framework, running brand hygiene and representation monitoring at a scale no team could staff
- Author portable agent frameworks and multi-agent workflows, hands-on in the terminal daily, across Claude, Codex, n8n, Make, and Zapier
- Run delivery and support the commercial relationship for brand clients including **Airbnb, Lyft, GoPuff, Outdoorsy, Hard Rock, the Dominican Republic tourism board, Solana, and Polygon**
- Generated **\$1.5B+ in press and social impact** across client brand programs
- Administered **\$100M+ across funds, SPVs, and trusts** for high and ultra-high net worth principals with zero compliance incidents, under FTC, FCC, FINRA, SEC, and DOL requirements

GLOBE NIGHTCLUB, BEACH BAR & GRILL, AND SANDCASTLE

Jan 2018 to Jul 2018

General Manager, contract / Baldyga Group, Tumon Bay, Guam

- **Established all three venues as premier destinations on the island**, bringing a legacy operation up to current Las Vegas standard: layout and equipment reconfiguration, service and cost-control systems, staff training, and a marketing stack rebuilt for international guest segments
- Created the **#Vegas2Guam** talent initiative, attracting artists like Steve Aoki, AKB48, and Lil Jon

HOOTERS CASINO

Jun 2016 to Dec 2017

Director of Marketing and Entertainment / Las Vegas, Nevada

- Delivered a full commercial turnaround: **TRevPAR up 165%**, ADR roughly doubled, occupancy up approximately 19 points to over 90%, TripAdvisor rank from **#147 to #60**
- Generated **\$3M+ in press and social coverage on an \$85K spend**. The property sold following the repositioning at a **2.11x return on capital**
- Grew the flagship pool series from roughly 50 off-property guests per day to **over 1,000**, with cabanas sold out by Memorial Day weekend. Named Best of Las Vegas, Best New Pool Party
- Built, sold, and executed the **Roper, Stetson, and Tin Haul National Finals Rodeo partnership**, including headline programming
- Raised **\$100,000+ for nine Las Vegas nonprofits** including Make-A-Wish, Goodwill, and Habitat for Humanity, and earned a Proclamation from the Mayor of Las Vegas

BEACHER'S MADHOUSE

Sep 2004 to Feb 2012 • Sep 2014 to Mar 2016

Producer and Operator, rising to Chief Operating Officer / Las Vegas, Hollywood, National Tours

- **\$100M+ in gross revenue**, with over 5 million tickets sold
- Sold and produced **\$20M+ in special events** for celebrity and corporate sponsors
- Cut production costs **33% to 40%** while average table spend rose roughly 30%
- Filled the original **2,500-seat Joint at Hard Rock Las Vegas** weekly across six residency runs of 10 to 13 weeks
- Directed design, permitting, and buildout of a 249-seat custom theater at the Hollywood Roosevelt, then led its opening year to just under **\$6M gross**
- Ran national touring operations for Warped Tour and Mayhem Festival: **48 cities in 8 weeks**

THE D LAS VEGAS & GOLDEN GATE CASINO

Apr 2012 to Aug 2014

Director of Entertainment, progressed from Food and Beverage Manager / Las Vegas, Nevada

- Took Entertainment **from a loss leader under Food and Beverage to its own department grossing \$2.6M in its first year**, through the rebrand and relaunch of a legacy downtown property
- Directed **\$10M+ in capital investment** across bookings, production, AV, and a full showroom rebuild
- Co-managed **9 bars, 4 restaurants, and 3 service wells** across two properties
- Booked headline talent including Kid Rock and Stone Temple Pilots, and led unionized beverage and service teams as management, working with Bartenders and Culinary

CAREER SCOPE

PRODUCED 500+ unique show experiences across arenas, stadiums, theaters, casino showrooms, nightclubs, and festival grounds / 200+ private celebrity and corporate events / 4 national tours road-managed across 100+ stops / 500+ live emcee and on-camera spokesperson appearances

PROPERTY ENGAGEMENTS Resorts World / MGM Grand / Hard Rock Hotel Las Vegas / Fremont Street Experience / Hollywood Roosevelt / Mirage / Imperial Palace / Taj Mahal Atlantic City / Horseshoe Hammond / Horseshoe Bossier City

REBRANDS The D Las Vegas, formerly Fitzgerald's / Golden Gate Casino / Hooters Casino / Globe, Beach Bar & Grill, and Sandcastle, Guam

AI AND OPERATING SYSTEMS

AI AND AGENTS Multi-model LLM orchestration, GPT, Gemini, Grok / Agentic tooling in the terminal, Claude Code, Cowork, OpenClaw, Hermes / Portable agent frameworks and skill authoring / n8n, Make, Zapier / AEO and GEO

GROWTH HubSpot pipeline and CRM governance / Decile Hub / Meta Ads Manager / Google Ads / SEO / Adobe Creative Cloud / WordPress and Elementor / Hootsuite / SocialBee

OPERATIONS P&L, budgeting, and forecasting / Union labor relations / Contract negotiation and vendor management / Agilysys / ADP / Microsoft 365 / Google Workspace

VENUE TECH Crestron and comparable AV control and distribution / Music systems and environmental audio design / Video distribution and playback / Content production for LED walls, LCD arrays, and marquees

RECOGNITION

Nightclub & Bar Awards, New Club of the Year, 2012 / Best of Las Vegas, Best New Pool Party, 2017 / Proclamation from the Mayor of Las Vegas / Featured segment on The Daily Show with Jon Stewart / On-record media across radio, television, and print in the Las Vegas and Guam markets

EDUCATION AND CREDENTIALS

Coursework in Marketing and Business Management, New York University / Google AI Professional - Certified / CompTIA A+ Certified