

NE

NEXT EXPERIENCE
GROUP

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Company Overview 03

The Opportunity 04

Our Mission 05

The Team 06

How We Work 07

What We Do 08

by NEXT 09

Engagement Models 18

Client Experiences 19

TABLE OF CONTENT.

COMPANY OVERVIEW.

Next Experience Group challenges the status quo in the food and beverage industry by proving what the best leaders understand: better guest experiences create better profits. We help hospitality leaders rethink operations, strengthen performance, and future-proof their businesses through experience-driven strategy and profit-focused execution.

Founded by Alfio Celia and Cari Hallman, alongside partners Bill Norris and Dan Ludwig, the firm brings together deep operational expertise, strategic leadership, and hands-on industry experience. Their collective background spans concept development, beverage + culinary innovation, brand strategy, and performance optimization across the hospitality landscape.

At Next Experience Group, we know experience isn't optional; it's the engine of performance. We partner with owners, operators, and brands to elevate teams, align strategy with measurable outcomes, and build businesses designed to thrive today and lead tomorrow.

The logo consists of the letters 'N' and 'E' in a bold, serif font. The 'N' is tall and narrow, while the 'E' is shorter and wider, with a distinctive shape for the top bar and the middle bar.

NEXT EXPERIENCE
GROUP



Hospitality doesn't have a creativity problem.
It has a **translation problem.**

Great ideas are everywhere.
Very few are executed in a way that consistently performs.

To bring creativity and operations into alignment.

- Build concepts that are both compelling and executable
- Design experiences that translate to the floor, every day
- Turn brand vision into systems, behaviors, and results

THE OPPORTUNITY.

We exist to challenge the status quo in the food and beverage industry by proving that better guest experiences create better profits, helping leaders rethink, innovate, and future-proof their businesses.

OUR MISSION.

THE TEAM.



Alfio Celia

Founder + Managing Partner

Strategy + Experience



Cari Hallman

Co-Founder

Narrative + Communications



Dan Ludwig

Partner

Finance + Infrastructure



Bill Norris

Partner

Beverage + Execution

HOW WE WORK.

We don't "deliver recommendations".
We build, fix and execute alongside operators.

Understand the concept, operation, team and financial reality.

Diagnose

Clarify position, priorities, and what success actually looks like.

Align

Systems, programs, and structure that translate vision into execution.

Build

Work alongside teams to implement, train, and stabilize.

Execute

Refine performance, improve margins, and prepare for scale.

Optimize

**We create, fix and scale
hospitality, retail and food &
beverage businesses.**

WHAT WE DO.

Services:

- Beverage Strategy and Program Optimization
- Concept, Brand, and Experience Creation
- Operational Strategy and Refinement
- Opening and Transition Support
- Systems, Technology, and Optimization
- Leadership, Culture, and Training
- Financial and Performance Strategy
- Marketing, Brand Amplification, and Storytelling
- Growth, Expansion, and Scale
- Asset and Ownership Advisory
- Vendor and Partner Strategy
- Next Beverage Collective



is our cutrated network of best-in-class partners, integrated into how we deliver our support. This is our ecosystem of success.

An expanded team. Built **intentionally**.



Certain parts of hospitality carry more weight than others.
We give them the attention they require.

STORY

- Branding
- Brand Identity
- Brand Storytelling

PRINT

- Menus
- Collateral
- Mterials

DESIGN

- Architecture
- Interior
- Layout

CRAFT

- Development
- Ideation
- Innovation

VIBES

- Music
- Programming
- Atmosphere

CAPTURE

- Photography
- Content
- Memories

SERVE

- Leadership
- Culture
- Training

SOURCE

- Procurement
- Tabletop/OS&E
- FF&E

MOMENTUM

- Capital
- Funding
- Strategy

STORY

by NEXT

STORY by NEXT is our brand and narrative division, built in collaboration with The Shop. Together, we develop positioning, identity, and storytelling that give hospitality concepts clarity, cohesion, and cultural relevance. From brand strategy to voice to visual direction, Story ensures every concept not only operates well—but communicates with purpose and impact across every touchpoint.



Dustin Taylor
Exec Creative Director
Co-Founder



David Soames
Exec Creative Director
Co-Founder



Carter Martin
Creative Director
Design



Madeline O'Mary
Senior Designer



Carlin Beal
Designer



Matt Sitser
Brand Strategy
Co-Founder



Marry Hana Spencer
Account Manager

SERVE

by NEXT

SERVE by NEXT is our culture, leadership, and talent division, built in collaboration with Kidera Culture Consulting and Goodwin Recruiting. Together, we align who you hire, how you lead, and how your team performs—strengthening engagement, retention, and day-to-day execution.

Through leadership coaching, culture design, and structured employee experience strategies—paired with targeted leadership search across operations, culinary, and administrative roles—Serve ensures teams are aligned, accountable, and equipped to consistently deliver the experience the brand promises.



Jeannie Kidera
Founder Kidera Culture Consulting



Nichelle Ritter
Area Director Goodwin Recruiting

DESIGN

by NEXT

DESIGN by NEXT is our architecture and foodservice design division, built in collaboration with Fisher Architecture and Spectre Foodservice Design. Together, we deliver spaces that are not only visually compelling, but fully buildable and operationally sound—from concept through construction. By combining integrated architecture and interiors with build-ready kitchen and equipment design, Design ensures every space is aligned with workflow, efficiency, and real-world performance.



Keith Fisher

Principal
AIA, NCARB
Fisher Architecture



Heather Morrison

Chief Operations Director
AIA
Fisher Architecture



Louise Miller

Director of Interior Design
NCIDQ
Fisher Architecture



Tyler Francisco

Principal
Spectre FSD

VIBES

by NEXT

VIBES by NEXT is our music and atmosphere division, built in collaboration with We Are Eclipse. Together, we design and program sound and energy across every touchpoint, ensuring each space feels intentional, aligned, and alive. From curated playlists to full-scale activations, Vibes turns music into a strategic layer of the guest experience that drives connection, dwell time, and repeat visits.



Luis Reyes
Co-Founder

Jose Estrada
Co-Founder



CAPTURE

by NEXT

CAPTURE by NEXT is our photography and content division, built in collaboration with Alexander Clipper. We specialize in guest-facing photography that captures real moments and turns them into lasting brand assets—from lifestyle imagery to on-property guest experiences. By combining high-touch service with scalable systems, Capture transforms photography from a passive service into an active part of the guest journey that drives engagement, memory, and incremental revenue.



PRINT

by NEXT

PRINT by NEXT is our menus and brand materials division, built in collaboration with The Print House. We produce high-quality menus, collateral, and on-property materials that bring the brand to life across every physical touchpoint. From design through production, Print ensures consistency, durability, and speed—turning everyday materials into intentional extensions of the guest experience that reinforce brand identity and drive perception.

We design, produce, and ship all menus, collateral, and promotional materials—ensuring speed, consistency, and quality across every touchpoint.

USD ▾ 🔍 👤 📄

PRINT

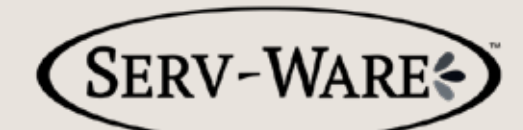
by NEXT

- IN-ROOM COLLATERAL
- BASIC PRINT
- POSTERS + LARGE FORMAT
- FLYERS + EVENT PROMOTIONAL
- BUSINESS CARDS
- TABLE TOP
- MENU(S)

SOURCE

by NEXT

SOURCE by NEXT is our procurement and sourcing division, focused on OS&E and FF&E strategy, selection, and deployment. We streamline the sourcing process—aligning product, brand, and budget while managing vendors, timelines, and logistics. From initial specification through final install, Source ensures every asset is intentional, cost-effective, and delivered without friction—supporting both the experience and the operation at scale.



An expanded team. Built intentionally.



MOMENTUM



MOMENTUM by NEXT is our capital and funding partner, built in collaboration with SMB Funding. We help operators access fast, flexible financing solutions designed to support growth, stabilize operations, and unlock opportunity. From working capital to expansion funding, Momentum connects strategy with the financial resources required to execute—so great ideas don't stall due to lack of capital.

ENGAGEMENT.

How We Show Up:

- **Embedded with your team**
- **Focused on execution**
- **Built around measurable outcomes**

We structure engagements around outcomes and what fits our clients. Every partnership is built to match the asset, the team and the objective.

Ways We Step In:

- **Strategic Projects**
 - Defined scope of engagements focused on solving specific challenges or opportunities.
- **Advisory Partnerships**
 - Ongoing support for leadership teams, ownership groups and growing brands.
- **Concept to Launch**
 - End-to-end development from idea through opening and stabilization.
- **Operational Transformation**
 - Hands-on support to fix, refine and elevate existing business.
- **Portfolio Support**
 - Multi-unit and ownership group advisory across multiple assets.



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THANK YOU

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