



**BENSHEL CONSULTING**  
ELEVATING RESULTS



# Brian Ugorek, CHA

## Founder & CEO

### Executive Operations & AI Orchestrator

Brian Ugorek is a seasoned executive operations professional and Google-certified AI Professional with a 25-year career dedicated to the art of high-level executive support. Known for his ability to serve as a "Strategic Partner," Brian has spent over two decades navigating the complexities of organizational leadership, board governance, and large-scale operations.




Throughout his career—including an 8-year tenure as the lead strategic partner and Executive Liaison for a national organization representing over 4,000 properties—Brian has mastered the role of the "primary information hub" for C-suite leadership. He has managed the governance for national associations, produced high-stakes events for 500+ attendees, and orchestrated numerous virtual and in-person town halls with a track record of Platinum and Gold award-winning precision.

What sets Brian apart is his unique intersection of executive-grade service and digital innovation. As a Google Certified AI Professional, he specializes in building "agentic workflows" that reclaim executive bandwidth by automating administrative friction. Whether he is implementing secure governance frameworks or modernizing an organization's digital footprint, Brian's focus is always on creating a seamless, high-performing operational infrastructure.

Prior to founding Benshel Consulting, Brian spent more than a decade in multi-unit operations leadership, overseeing revenue performance and marketing strategy across branded property portfolios. He holds a Bachelor of Science in Business Administration from the State University of New York at Brockport and is a Certified Hotel Administrator (CHA)—a designation reserved for the industry's most elite leaders.

*Brian Ugorek*

### Contact

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*"My goal is simple: to provide the same level of elite, high-stakes support to my clients that I have provided to national boards and executives for over 25 years."*