



4xi

Global Consulting & Solutions
Inspiring a brighter future, together



Executive Biography



Prentiss Hall Senior Strategy & Innovation Leadership Consultant

Prentiss is a strategic and goal-oriented senior business executive with comprehensive expertise in brand start-up and development, sales and marketing, client consultation, client retention, strategic assessment and planning, DEI, sustainability, turnaround P&L, and operations management. He is particularly adept in assessing “best place to work” cultures and amenity sets, consulting on key subjects like food and beverage, health and wellness, sustainability, hybrid workforce, and employee engagement. He has a proven ability to restructure and optimize national business brands, drive significant revenue growth, and consistently deliver on-time objectives.

Prentiss is a key member of the 4xi Innovation Incubator leadership team, a distinguished assembly of seasoned executives dedicated to uncovering and championing transformative innovations in the hospitality and services sector.

With a keen eye for identifying game-changing advancements, Prentiss collaborates with fellow leaders to regularly review and evaluate best-in-class innovations that are poised to shape the future of the industry. Their collective expertise and forward-thinking approach ensure that 4xi remains at the forefront of innovation, driving excellence and growth within the sector.

Prentiss’ “obsess the guest” and “start up” mentality allowed him to achieve 98% client retention over a 15-year period as President of the fastest growing premium corporate dining brand, allowing for significant year-over-year net new revenue and profit growth, rapid national and multi-national expansion, and team career growth. Simultaneously, he performed Executive Leadership Council duties as one of 170 executives for a multi-national 250K employee corporation.

A graduate and hall of fame athlete from the U.S. Naval Academy, Prentiss has been highly successful in all types of leadership environments, including the military, blue chip Fortune 100 corporations, small to mid-sized businesses, VC backed start-ups, and has been a founder or co-founder of 4 successful national brands.

Prentiss currently resides in Austin, Texas.

Client Engagements:

Prentiss is available to offer support on a consulting basis for individual projects and as an ongoing expertise-on-demand resource. If you are looking to grow revenue, trying to build or change your business culture, wanting to create “best place to work” to attract, build and retain talent, Prentiss has a wealth of highly successful experiences and achievements that he can draw from to assist you. His brand management background makes him a perfect resource for creating vision, mission, strategy and market positioning. His approach to radical adaptability helps him advise on competing in the new world of work.



VISION



GROWTH



INNOVATION



BRANDING



KPI'S



TEAM BUILDING

