

Renata Bertacini



About Me

My hospitality experience began at Hotel Management School "Les Roches" – Switzerland. After a few years in Brazil working with industry heavy weights such as Transamerica Hotel and Maksoud Plaza, I pursued a Bachelor of Science at the University of Nevada Las Vegas.

As an Opening Team member of the Westin Diplomat Hotel in Hollywood, Florida I participated in the successful implementation of a 6 SIGMA project aimed to increase guest satisfaction.

Upon my return to Sao Paulo, I partnered with two international consulting companies specialized in mystery guest evaluations, where I had the opportunity to hone my detail and observational skills.

For over nine years, I owned and managed a boutique retail store, and nowadays continue to work as a mystery guest for an International chain of hotels.

Education

- Diploma in International Hospitality Management - Hotel Management School "Les Roches" – Switzerland.
- Bachelor of Science in Hotel Administration - UNLV – EUA

Career Highlights

2015 – Servir Hospitalidade Consulting – Partner

2014 – present - MarQ Consultoria - Brazil

2005 – 2014 On line Retail Shop - Brazil

2005 – 2007 BAI – Bare Associates International - Brazil

2003 – 2005 FreemanGroup - Brazil

2002 Opening of Westing Diplomat - EUA

Main Achievements

- Responsible for 28% yearly average growth of sales on the retail boutique both online and offline.
- Developed a logistic system for the online distribution in order to maximize efficiency.
- In charge of successfully prospecting new clients, retaining and implementing a customer loyalty program.

Additional Experience

Professional and academic experience both national and international. Customer-oriented, team player, focused on effective cost cutting strategies, with an extensive worldwide network. Owned a retail boutique for nine years, bringing a vast experience in administrative tasks.