

Curriculum Vitae

Personal Information:

Marital Status Married
Citizenship Italian
D.O.B. March 11th, 1970
Place of Birth Rome
Address Via Viareggio, 36/38 – 00040 Ardea (RM)
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Work Experiences

- Nov 2015.... DistinctiveOne hotels & resorts – Roma (I), London (UK), Berlin (D)
Director of Revenue Development
Responsible for the Revenue Management implementation and development, defining RM policies and procedures for the Hotel Group. Definition of daily duties, competitive set performances, market trends, group social media (Facebook, Twitter, Google+, YouTube, LinkedIn). Trainer/mentor for HQ and hotel's employees in relation to Revenue Management techniques. Reports directly to the President of the Company
- Mar 2015.... A.D.A. Lazio - Associazione Direttori d'Albergo – Roma (I)
Head of the MacroTrend Committee
Study and analysis of Rome and Latium demand trends
- Mar 2015.. Nea Xenia Lab – Consulenza e Formazione – Roma (I)
Associate Teacher
Introducing new bees and established professionals into the Hotellerie. Teaches:
- "Revenue Management";
- Dec 2014.... Immobiliare Cherubini S.r.l. – Milan (I)
Chief Executive Officer
Real Estate Management Company
- Dec 2014.... A.D.A. Lazio - Associazione Direttori d'Albergo – Roma (I)
Regional Secretary Latium Chapter [Italian Hotel General Managers' Association]
Elected on December 9th, 2014 for the 4 years' mandate. Manages relations with more than 100 members of the Association within the assigned Chapter and reports to the President Dott. Roberto Necci.
- Jan 2014.. CTS – Centro Studi – Roma (I)
Associate Teacher
Introducing new bees and established professionals into the Hotellerie. Teaches:
- "Revenue Management";
- Jan 2013/Sep 2015 Alpitour World Hotel & Resorts S.p.A. – Roma (I)
Group Revenue Manager
Responsible for the Revenue Management implementation and development, defining RM policies and procedures for the Hotel Group. Direct control of daily yielding, competitive set performances, market trends, group social media (Facebook, Twitter, Google+, YouTube, LinkedIn). Trainer/mentor for HQ and hotel's employees in relation to Revenue Management techniques. Budgeting, forecasting are parts of the duties. Leading 2 people in HQ and 3 people in hotels in relation of RM duties.
Hotel Group features:
- Hotels:15;
- Guest Rooms: 2.827;
- Group Conference Spaces: over 2.800 attendees.
Reports to the CEO.

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Jan 2013/Sep 2015	<p>Alpitour World Hotel & Resorts S.p.A. – Roma (I) <i>Project Manager Distribution Systems VOIhotels</i> Responsible for the implementation of the new distribution systems, interviewing more than 15 world known IT specialized companies for PMS and CRS solutions to be part of the implementation and start-up of the new hotel brand VOIhotels. Once defined the best solutions, has been the reference person for the integration of the two systems (PMS and CRS) for the entire portfolio of hotels, managing development of 2-ways interface between the PMS and CRS and between CRS and all major online distribution channels (both B2C and B2B). Project and development of the new brand web site (responsive web site for the visualization on all devices) incorporating the direct distribution system through the owned booking engine. The platform used is incorporating different modules such as:</p> <ul style="list-style-type: none">- CMS for the web site content management;- CRS with creation of rate plan for each single property and corporate;- Revenue Management system for the three City Hotels;- Booking download from B2C and B2B systems;- CRM and social media. <p>Reports to the CEO.</p>
Nov 2011/Dec 2012	<p>Alpitour World Hotels & Resorts S.p.A. – Roma (I) Deputy Manager – AW Cicerone Hotel Rooms: 300 – Conference space for up to: 180 delegates. Responsible for daily operations of the property, leading 80 resources within all departments. Relations with internal and external Unions' Representatives. Budgeting, Revenue Management, Sales and Operations for the property which will be a preliminary step for the creation and implementation of Operational Policies and Procedures. Reporting to the Group's General Manager</p>
Feb 2011/Jul 2011	<p>QNT – Bookingblog.com – Firenze (I) Associate Teacher Introducing new bees and established professionals into the Hotellerie. Teaches:</p> <ul style="list-style-type: none">- "Revenue Management";
May 2011/Nov 2011	<p>Alpitour World Hotels & Resorts S.p.A.– Roma (I) Head of Distribution & E-Commerce Responsible for Corporate distribution and e-commerce for City Properties managed and owned by the Company.</p>
Apr 2011..	<p>RCCHS – Roma (I) Consulting Company (below some completed projects) <i>Hotel Manager – Hotel Farnesina</i> 24 rooms – Conference space for up to 70 delegates. Responsible for re-organization of the entire property. Re-launch process, Staff reorganization and Hotel procedures, Sales & Revenue Management implementation. <i>Consultant – B&B La Favola di San Pietro</i> 4 rooms – definition of the B&B image throughout the compiling and managing on-line distribution. Set-up and launch of the social channels and review systems.</p>
Sep 2010/Mar 2011	<p>Eurostars Hotel Roma Aeterna – Roma (I) <i>Opening General Manager</i> 144 rooms – Conference space for up to 750 delegates. Responsible for all operations of the new-opening and product launch. Reporting to the Area Manager</p>
Sep 2010/Giu 2013	<p>University E-Campus – Roma (I) <i>Associate Teacher</i> Economy Course: "Le Intelligenze Manageriali"</p>
Apr 2010/Sep 2010	<p>Radisson Blu es. Hotel, Roma – Roma (I) <i>Front Office Manager</i> Rooms: 235 – Conference space for up to: 700 delegates. Responsible for Front Office operations within the property. Leading 14 human resources. Reporting to GM.</p>

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Sep 2009	BookingBlog.com – Firenze (I) <i>Freelance</i> collaboration for Revenue Management articles and Revenue Management implementation training courses.
Jul – Jul 2009	Coppito G8 Summit Hotel, L’Aquila (I) <i>Hotel Manager</i> Responsible for 14 Hotels during the 2009 G8 Summit held in L’Aquila. 998 Hotel Rooms, 42 Receptionists, 56 Butlers, 100 Bellboys, 120 Housekeepers
Nov 2008/Apr 2010	Radisson Blu es. Hotel, Roma – Roma (I) <i>Revenue Manager</i> Rooms: 235 – Conference space for up to: 700 delegates. Responsible for Revenue Management of the property within the Reservation Office and the Meeting and Events departments. Leading 8 human resources. Reporting to GM and Director of Revenue Development
Sep 2008....	Lynn University – Boca Raton, FL (USA) <i>Associate Teacher</i> for e-learning Hospitality Management courses.
Dec 2007/Dec 2014	Luiss Business School – Roma (I) <i>Associate Teacher</i> Introducing new bees and established professionals into the Hotellerie. Teaches: - “Strategic Pricing and Sales techniques”; - “Marketing & Revenue Management techniques in the Hotel industry” - “Hotel: description of the single roles, duties, functions, relations”.
Jan 2007/Nov 2008	Radisson SAS es. Hotel, Roma – Roma (I) <i>Revenue Manager acting as Rooms Division Manager</i> Rooms: 235 – Conference space for up to: 700 delegates. Responsible for Revenue Management of the property within the Reservation Office and the Meeting and Events departments. Leading 8 human resources. Reporting to GM and Director of Revenue Development. As RDM, responsible for Front Office and Housekeeping Department leading more than 40 human resources.
Nov 2004/Jan 2007	Radisson SAS es. Hotel, Roma – Roma (I) <i>Revenue Manager</i> Rooms: 235 – Conference space for up to: 700 delegates. Responsible for Revenue Management of the property within the Reservation Office and the Meeting and Events departments. Leading 8 human resources. Reporting to GM and Director of Revenue Development
Sep 2003/Nov 2004	Alfa E Hotel S.r.l. – Roma (I) <i>CEO and Project Manager</i> Project Manager of “Alfa E Hotel” multi-platform system for electronic distribution of hotel products, human resources research and training, hospitality IT solutions reselling company. Expertise in web-marketing and GDS strategies and campaigns for individual hotels, loyalty programs, electronic methods of payment. Reporting to Board Committee.
Oct 2002/Sep 2003	TCL Travel S.r.l. – Roma (I) <i>Head of International Concierge and Customer Relations</i> 65 Properties worldwide. Responsible for creation and organization of an International Conciergerie for the project “The Charming Life” within the group International Hospitality Management S.p.A.. Reporting to CEO.
Jan 2001/Oct 2002	International Hospitality Management S.p.A. – Roma (I) <i>Revenue and Reservation Manager</i> 65 Properties worldwide. Call Centre Manager for the hotel chain “The Charming Hotels of the World”. Reporting to CEO.
Aug 2000/Jan 2001	The Charming Hotels S.p.A. – Roma (I) <i>Sales Manager Area Centre-South Italy</i> 65 Properties worldwide. In the meantime Project Manager of the chain booking engine on internet platform interfaced with GDSs. Reporting to Corporate Director of Sales & Marketing.

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- Sep 1999/Jul 2000 Sheraton Roma Hotel & Conference Centre – Roma (I)
Sales Executive Area Centre-South Italy
Rooms: 644 – Conference space for up to: 2.500 delegates.
- Feb 1998/Sep 1999 Sheraton Roma Hotel & Conference Centre – Roma (I)
Group Coordinator
Rooms: 644 – Conference space for up to: 2.500 delegates.
- Dec 1993/Feb 1998 Sheraton Roma Hotel & Conference Centre – Roma (I)
Reception and Cashier Clerk and Night Auditor
Rooms: 644 – Conference space for up to: 2.500 delegates.

Honors & Awards:

- May 2014 FIU, Florida International University, Chaplin Institute for Hospitality & Tourism Education & Research, Miami – Florida (USA).
“Revenue Management & Your Hotel in 2020 Conference: Navigating the Mobile Playing Field” Panelist of the first introductory session of the event, in collaboration with:
Mike Hampton, Dean FIU Chaplin School of Hospitality & Tourism Management
David Atkins, Principal, Digital DNA Infusion
Philip Schaetz, Senior Vice President, Sales & Marketing Dorsett Hospitality International
Sarah Robinson, Account Manager and Mobile Expert, Google
- Mar 2012 Università di Roma Torvergata – Rome (I)
“Web Marketing e destinazione ospitale. Teorie e metodi per la promozione e commercializzazione dell’esperienza turistica”. Prof. Costa, Dott.ssa Testa
I have been given the honour to be part of the speakers at the presentation of this book. Actually there are so few manuals (this cannot be called a book, but a manual since it helps on everyday operations) that follows professionals during their operations. This is one of them and it professionally covers the lack of information of the theme treated.
- Dec 1992 Oxnard College, Oxnard – California (USA)
Dean’s Honor List
For the excellent scholarship record which qualified Riccardo Cocco for the Dean’s Honor List.

Studies:

- Jul/Dec 1992 Oxnard College, Oxnard, California (USA)
E.F.L. Diploma
Final evaluation “A” – with major in “Reading and comprehension of English texts”, “Public speeches”.
- Feb/Jun 1993 Wall Street Institute, Roma
Basic course of Spanish language.
- 1983/1988 Istituto Rosolino Pilo, Roma
Accounting Diploma. Final evaluation 42/60.

Projects:

- Mar 2015 3rd Young Skal International Symposium 2015
Event Speaker: given speech to tourism young future leaders during the 3rd Young SKAL International Symposium
- Jan 2013... Alpitour World Hotels & Resorts S.p.A. – Roma (I)
Corporate re-branding process. Creation and definition of new brand web site for the upcoming new Italian Hotel Chain. Creation of the RFP to present to web agencies together with definition of needs in booking engine connected with the distribution systems of the group.
- Jan 2013... Alpitour World Hotels & Resorts S.p.A. – Roma (I)
Corporate re-branding process. Creation and definition of RFP process for IT solutions (PMS/CRS/CRM) to present to major vendor players to define a cloud based solution to accelerate new entry hotels to be on-line.

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- Nov 2011... Alpitour World Hotels & Resorts S.p.A. – Roma (I)
Unification of the F&B Department with creation of one team. Creation of the F&B offer for individual customers, groups and meeting & events. Creation and implementation of policies and procedures related to the F&B Department
- Nov 2011... Alpitour World Hotels & Resorts S.p.A. – Roma (I)
Reorganization of the Front Office Department with creation of one team (Reception and Conciergerie). Creation and implementation of unique solutions for customers. Creation and implementation of policies and procedures related to the Front Office Department.
- Nov 2011... Alpitour World Hotels & Resorts S.p.A. – Roma (I)
Reorganization of Housekeeping Department. Creation and implementation of policies and procedures related to the Housekeeping Department.
- Sep 2003 Alfa E Hotel S.r.l. – Roma, (RM)
Project Manager
Creation of a multi-platform system for electronic distribution of hospitality products linked to the GDSs with a two-way interface. Integration of Hospitality Industry products and solutions on internet environment.
- Oct 2002 International Hospitality Management S.p.A. – Roma, (RM)
Concept Designer
Creation of a co-branded Credit Card in collaboration with an important Bank of the international financial network.
- Oct 2002 International Hospitality Management S.p.A. –Roma, (RM)
Project Manager
Creation and Organisation of the Call Centre for “The Charming Hotels of the World”.
- Feb/Oct 2002 International Hospitality Management S.p.A. – Roma, (RM)
Project Manager
Co-marketing campaign in collaboration with Mondadori.com for the 40th anniversary of the magazine “Panorama”. Organisation and communication of the award consisting in a worldwide trip for two people.
- May 2001/May 2002 International Hospitality Management S.p.A. – Roma, (RM)
Project Manager
Project and development of e-commerce and e-procurement systems as natural evolution of the project “The Charming Life” for the management and the organization of virtual catalogues, and shipping of goods sold on line targeting B2B and B2C markets.
- Sep 2001 The Charming Hotels S.p.A. – Roma, (RM)
Project Manager
Project and development of booking on line system for “The Charming Hotels of the World” together with a two way GDS interface with private label “CU”.
- Sep 2001 The Charming Hotels S.p.A. – Roma, (RM)
Project Manager
Project and development of the internet web site for “The Charming Hotels of the World”.
- Oct 1998 Sheraton Roma Hotel & Conference Centre – Roma, (RM)
Project Manager
Project and development of the internet web site for the “Sheraton Roma Hotel & Conference Centre”.
- Sep 1995 Tailor Communications – Roma, (RM)
Freelance
Project and development of “Meeting Magazine” interactive web system for Companies, PCOs, Associations and Public Offices.

Training Courses:

- Mar 2014 A.D.A. Ass.ne Direttori d’Albergo, Roma (RM)
“Il Marketing di se stessi”
“Marketing themselves”

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Apr 2013	Centro Studi Manageriali "Raffaello Gattuso" – A.D.A. Ass.ne Direttori d'Albergo, Roma (RM) Corso Superiore di Economia e Management Alberghiero – area Marketing "Distribuzione On Line" "On Line Distribution"
May 2012	Alpitour World Hotels & Resorts S.p.A., Rome "Corso di Formazione HACCP – D.Reg. n.825 – 3/11/09 – Regol. 852/2004" "HACCP Training Course – D.Reg. n.825 – 3/11/09 – Regol 852/2004"
Nov 2011	Centro Studi Manageriali "Raffaello Gattuso" – A.D.A. Ass.ne Direttori d'Albergo, Roma (RM) "Comunicare in maniera efficace e i segreti della comunicazione non verbale" "Efficiency in communication, the secrets of non-verbal communication"
May 2011	C.F.M.T. Centro di Formazione del Management del Terziario, Roma (RM) "Governare l'imprevisto: mindfulness, resilienza ed il coraggio di osare" "Managing the unexpected: mindfulness, resiliency and courage to dare"
Jul 2007	C.F.M.T. Centro di Formazione del Management del Terziario, Roma (RM) "Dal Time Management al Life Management". "From Time Management to Life Management".
Jun 2007	The Rezidor Hotel Group, Rome "Basic Revenue Management Principles"
Nov 2006	The Rezidor Hotel Group, Frankfurt "LOTS – Logical Thinking System"
Nov 2005	Rezidor SAS Hospitality, Rome "OJS On the Job Skills Trainer Program"
Nov 2005	Rezidor SAS Hospitality, Rome "MPI – Meeting Professional International Training"
May 2005	Rezidor SAS Hospitality, Rome "Yes I Can! – Delivering the Promise"
Jan 2005	Rezidor SAS Hospitality, Nice "Revenue Management Foundation"
Jun 2004	Ideamanagement Assessment School, Milano (MI) "La contabilità del capitale umano d'impresa". "The Accounting of the Human Resources' Capital in the Enterprises".
Feb 2004	C.F.M.T. Centro di Formazione del Management del Terziario, Roma (RM) "Check-up del profilo e delle competenze delle risorse umane". "Human Resources' check-up of profiles and competences".
Feb 2004	C.F.M.T. Centro di Formazione del Management del Terziario, Roma (RM) "Accademia delle Capacità – L'orientamento ai risultati". "Capabilities' Academy – Targeting Results".
Jul 2001	C.S.T. Centro Italiano di Studi Superiori sul Turismo e sulla Promozione Turistica, Università di Assisi. Course of Tourism Marketing
Feb 2000	Starwood Hotels & Resorts "Sales Negotiations" course.
Feb 1998	Sheraton Roma Hotel & Conference Centre Yield & Revenue Management course "Shermax Yield & Revenue Management".
Feb 1997	Sheraton Roma Hotel & Conference Centre "Progress through people – optimization course for customer satisfaction".

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Languages:

Italian: mother tongue;
English: written: excellent; spoken: excellent.
Spanish: written: scholastic; spoken: scholastic.
French: written: scholastic; spoken: scholastic.

Organizations

Mar 2011	A.D.A. Lazio – “Associazione Direttori d’Albergo dal 1955” Active Member
Mar 2013	AIRM – “Associazione Italiana Revenue Management” Active Member
Feb 2011	C.F.M.T. Community – “Centro di Formazione del Management del Terziario” Active Member
Nov 2004	IYMRS - International Yield Management Research Site Member

Publications *(please refer to LinkedIn.com profile for the full story)*

Apr 2015	Hotelnerds.it – Giubileo 2016 – questo sconosciuto!
Mar 2015	Hotelnerds.it – Cosa significa realmente disintermediare?
Feb 2015	Revenuebolario – The first free e-book with all key terms used in Revenue Management
Jun 2013	Intervista sul Revenue Management
Jun 2011	Rate parity o Price Fixing? La Parity accusata di limitare la libera concorrenza
Sep 2010	“I noticed that the rate is much lower now... Can you adjust my charges?”
Jul 2010	Revenue management: come trovare la tariffa “individuale” perfetta?
Apr 2010	Come gestire il Pricing dell’hotel con un metodo pratico #2
Apr 2010	Come gestire il Pricing dell’hotel con un metodo pratico #1
May 2010	Revenue Management: comprendere, anticipare e influenzare l’acquisto
Feb 2010	G8 Summit 2009 L’Aquila: il valore dell’ospitalità italiana

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