

Curriculum Vitae

Personal Information:

Marital Status Married
Citizenship Italian
D.O.B. March 11th, 1970
Place of Birth Rome
Address Via Viareggio, 66 (former 36/38) – 00040 Ardea (RM)
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LinkedIn it.linkedin.com/in/riccardococco/



Work Experiences

- Oct 2019... FORMAT ospitalità d'autore – Roma (I)
Co-Founder & Co-Owner
Consulting Company for Hotels & STR
- Oct 2021... FORMAT clean – Roma (I)
Co-Founder & Co-Owner
Cleaning Service for STR
- Dec 2019... FORMATnews – Roma (I)
Anchorman for the productions:
- The Room
 - The Room Number
 - Hosters
- Mar 2018... Sweet Collection – Roma (I)
Co-Founder and Co-Owner
Property Management Company for rental touristic apartments
- Sep 2017... Next Gen Opti Italia – Roma (I)
VicePresident & Founder
IT development company parent Company Next Gen Opti, Hospitality Software Solutions for distribution, revenue management, web sites, booking engine, CRS, metasearch.
- Sep 2017... Università degli Studi di Roma Tor Vergata – Roma (I)
Associate Teacher
Course: "Tourism Strategy, Cultural Heritage and Made in Italy" held in English
- Apr 2011... RCHS – Roma (I)
Consulting Company (below some projects)
- Sales & Revenue Consultant – Hotel 4* with conference centre Rome**
110 rooms – Conference centre for up to 120 attendees Responsible for the implementation of the Sales & Revenue Management techniques for on and offline sales, transient and group business and leisure customers.
- Sales & Revenue Consultant – Group of 5 Hotels (three 4* + two 3*) with conference centre**
500 rooms – Conference centre for up to 1.500 attendees. Responsible for the implementation of Sales & Revenue Management techniques for on and offline sales, transient and group business, within the 3 hotels on operations and 2 new openings.
- Hotel Manager – Hotel 3* with conference centre Rome**
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.
- Consultant – B&B**
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.
- Sales & Revenue Consultant – Hotel 4* with conference centre Rome**
317 Rooms and conference center for up to 800 attendees, implementation of Revenue Management techniques for on and offline sales, transient and group business.

Sales & Revenue Consultant – Hotel 5* conference center Rome

35 Rooms, and meeting center for up to 25 attendees, implementation of Sales & Revenue Management techniques for on and offline sales, transient and group business. Restructuring distribution strategies.

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| Mar 2016.... | Università degli Studi di Roma Tor Vergata – Roma (I) External lecturer for the “Master in Ospitalità e Marketing dei Territori” In collaboration with BAICR. |
| Sep 2015.... | Arcotello Hospitality Management Consultant Italian Market National consultant on hospitality projects: Temporary management, Revenue Management, Sales & Marketing, Team Building |
| Aug 2017/Mar 2019 | Synapses – Roma (I) Chief Experience Officer & Founder Teaching and Coaching human resources within the Hospitality Industry, through a dedicated path focused on the Revenue Management of the Human Capital. |
| Aug 2019/Gen 2021 | BeSafe Group – Roma (I) Brand Ambassador InsurTech & Hospitality Tech Company |
| Mar 2016/Aug 2020 | I.P.S.E.O.A. Tor Carbone – Roma (I) External lecturer for the realization of alternation School Job Hospitality – acquisition of the skills |
| Apr 2017/Mar 2018 | Alpha 53 S.C.a.r.l. – Roma (I) VicePresident & Founder Within the Hospitality School Institution I.P.S.E.O.A. Tor Carbone, this Company manages restaurants, hotels, B&B and other kind of assets seized to mafia as social project for students to enter the working environment, as well as for citizens with social difficulties. |
| Mar 2016/Apr 2017 | Savoy Hotel – Roma (I) Hotel Manager 120 rooms – Conference space for up to 150 delegates. Responsible for all departments’ operations. Reporting to the CEO |
| Jan 2017/Dec 2018 | A.D.A. Lazio - Associazione Direttori d’Albergo – Roma (I) Regional VicePresident Latium Chapter [Italian Hotel General Managers' Association] Manages relations with more than 100 members of the Association within the assigned Chapter. |
| Feb 2016/Feb 2017 | SKAL International Rome – Roma (I) Chapter Auditor Elected on February 29th, 2016 for the 2 years’ mandate. |
| Feb 2016... | AIRM – Associazione Italiana Revenue Managers – Rimini (I) Associate Teacher Introducing new bees and established professionals into the Hotellerie. Teaches: - “Distribution Strategy”; |
| Mar 2015/Dec 2018 | 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/Sep 2017 | Nea Xenia Lab – Consulenza e Formazione – Roma (I) Associate Teacher Introducing new bees and established professionals into the Hotellerie. Teaches: - “Revenue Management”; |
| Dec 2014/Dec 2017 | Immobiliare Cherubini S.r.l. – Milan (I) Chief Executive Officer Real Estate Management Company |
| Dec 2014/Jan 2017 | 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. |
| Jan 2014/May 2017 | CTS – Centro Studi – Roma (I) Associate Teacher Introducing new bees and established professionals into the Hotellerie. Teaches: - “Revenue Management”; |

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- Nov 2015/Oct 2016 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
- 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.
- Jan 2013/Sep 2015 Alpitour World Hotel & Resorts S.p.A. – Roma (I)
Project Manager Distribution Systems VOIhotels
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:
- 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.
Reports to the CEO.
- Nov 2011/Dec 2012 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
- Feb 2011/Jul 2011 QNT – Bookingblog.com – Firenze (I)
Associate Teacher
Introducing new bees and established professionals into the Hotellerie. Teaches:
- "Revenue Management";
- May 2011/Nov 2011 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.
- Sep 2010/Mar 2011 Eurostars Hotel Roma Aeterna – Roma (I)
Opening General Manager
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
- Sep 2010/Giu 2013 University E-Campus – Roma (I)
Associate Teacher
Economy Course: "Le Intelligenze Manageriali"

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| Apr 2010/Sep 2010 | 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. |
| Sep 2009 | BookingBlog.com – Firenze (I) <i>Freelance</i> collaboration for Revenue Management articles and Revenue Management implementation training courses. |
| Jul 2009/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. |
| Sep 1999/Jul 2000 | Sheraton Roma Hotel & Conference Centre – Roma (I) <i>Sales Executive Area Centre-South Italy</i> Rooms: 644 – Conference space for up to: 2.500 delegates. |

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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:

Feb 2016

I.P.S.E.O.A. Tor Carbone – Roma (I).

External Professional Judging Committee Member for the contest “Memorial Cianflone”

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:

Dec 2020

FORMATnews

Anchorman for a news web-tv format broadcasted on several platform

Jul 2018

“Il Cocco Del Re” - podcast

Co-host in the very first Hospitality Industry podcast

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.

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

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| 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:

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

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| | "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". |

Languages:

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

Organizations

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| May 2016 | ManagerItalia Roma – Italian Managers & Professional Association Active Member |
| Feb 2016 | SKAL International Roma – is a professional worldwide organization of "Tourism Leaders" focusing and promoting global tourism and friendship. |
| 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 |