

# KATERINA CRONSTEDT

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**Home:** 60 Stone Rd, Belmont, MA 02478

**Nationality:** Swedish

**Visa status:** Holder of Employment Authorization Card

**Languages:** English, Swedish and Russian

## OBJECTIVE

An experienced executive in international hospitality management. Founder of two e-commerce startups in the food and beverage industry. Passionate about leadership, disruptive technologies and customer satisfaction. Strong entrepreneurial spirit with a background in fashion and studies at the London College of Fashion as well as Cornell University.

## EDUCATION

**Cornell University**

**2008 – 2009**

Certificate, Hospitality Management

**London College of Fashion**

**2002 – 2004**

Bachelor's Degree

in Women's wear Fashion design

## SOCIAL

Facebook: katerina.cronstedt

LinkedIn: katerinacronstedt

## REFERENCES

**MR. ALEXANDER UDALOV**

**CEO Umaco Management**

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**MR. SÖREN HULLBERG**

**Partner, HOPS Hospitality**

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## EXPERIENCE

**CONSULTANT | Mar 2017 - Jun 2017**

**EF EDUCATION FIRST, Greater Boston Area**

Worked with the COO of Global Real Estate on one of their top level international events.

**FOUNDER, CEO | Dec 2014 - Jan 2017**

**BANKATERING, Moscow, Russian Federation**

- E-commerce catering with revenues of \$1m in the first year
- Hired, trained and managed 20 people
- Developed own software to manage online orders, staff, production and deliveries
- Delivered catering services to over one thousand BC2 and B2B clients including Spotify, iZettle, Johnson&Johnson, PWC, Electrolux, TEDx Moscow and Gazprom Bank

**FOUNDER, CEO | Sep 2013 - Nov 2015**

**KATERINA.RU, Moscow, Russian Federation**

- The first dinner kit delivery company in Moscow
- Delivering 1000 dinner kits per month
- Successfully sold to competitor in November 2015

**MANAGING DIRECTOR | Sep 2008 - Sep 2013**

**UMACO MANAGEMENT (KATERINA CITY & KATERINA PARK HOTELS)**

**Moscow, Russian Federation**

- Full responsibility for the performance and management of two 4-star business hotels in Moscow with 360 rooms
- Managing all aspects of running the business, incl. the in-house food & beverage operations, conference facilities, housekeeping, sales and marketing
- Planned and led the reconstruction of the of the Katerina Park hotel in 2010
- Systematically worked with customer satisfaction to bring both hotels to rank among the top 10 hotels in all of Moscow on Trip Advisor and kept them there during my time as Managing Director.

**GENERAL MANAGER | Sep 2007 - Sep 2008**

**UMACO MANAGEMENT (KATERINA CITY & KATERINA PARK HOTELS)**

**Moscow, Russian Federation**

- Managing 110 employees in this 120-room 4-star business hotel
- Responsible for all aspects of running the hotel incl. food and beverage, front desk, housekeeping, conference facilities, sales and marketing

- Increased efficiency and profitability by consolidating from 190 to 110 employees in the first year
- Improved occupancy, revenue per average room (RevPar) and average daily rates (ADR) in absolute terms and against our competitive benchmark
- Improved profitability and customer satisfaction by outsourcing the housekeeping department, replacing the in-house bakery and repositioning one of the bars to a more profitable conference space.

**ASSISTANT GENERAL MANAGER | Sep 2006 - Jul 2007**  
**UMACO MANAGEMENT (KATERINA CITY & KATERINA PARK HOTELS)**  
**Moscow, Russian Federation**

**BRAND MANAGER | Sep 2005 - Jul 2006**  
**MELON FASHION GROUP, Saint Petersburg, Russian Federation**

Started as a buyer, was promoted to Brand Manager of Zarina.  
Successfully transferred over 50% of Zarina's production from Russia to China, Turkey and India.

**DESIGNER | Sep 2004 - Jul 2005**  
**H&M, Stockholm, Sweden**

Started as a trainee and continued in a permanent position.  
I loved applying my skills in Photoshop and learning Freehand software on the job.

## OTHER EXPERIENCE

**DESIGNER ASSISTANT | Apr 2003 – Sep 2003**  
**WHYRED AB, Stockholm, Sweden**

Designer assistant at Whyred, working closely with Roland Hjort.

**BREAKFAST MANAGER | Jun 1999 – Sep 1999**  
**HOTEL DIPLOMAT, Stockholm, Sweden**

In the first summer after High school I had the responsibility at Hotel Diplomat for ordering and managing stock according to occupancy, scheduling and managing breakfast attendants, making sure the guests received great service as well as a beautiful selection of healthy breakfast items.