





# BLANCA FACUNDO SANTASUSANA


Food and Beverage Management + Gastro entrepreneur.

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 www.manageat.com

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 blancafacundo

 Palma de Mallorca, Islas Baleares, Spain, 07012

## QUICK FACTS

36

Years  
Old

6

Different  
Locations

## EMPLOYMENT

### Lecturer at VATEL International Business School Hotel & Tourism Management

Madrid, Madrid, Spain

Professor of Gastronomy in the Bachelor in International Hotel Management and Culinary Creativity (English)

Professor of Culinary Creativity at CATEDRA FERRAN ADRIÁ (Partner Universidad Camilo José Cela)

Professor of Event Management in the International MBA (English)

Professor of F&B Management in the Bachelor (English)

Business Plan Mentor for MBA students.

[www.vatel-madrid.es](http://www.vatel-madrid.es)  
September 2015 – Present

### Founder- COO at Manageat

Palma de Mallorca, Islas Baleares, Spain

We are a Team working on Culinary Task Force projects.

We work together with Restaurants, Bars and Hotels as part of the operations and strategy team in the process of opening and / or project developing.

[www.manageat.com](http://www.manageat.com)  
February 2015 – Present

### COO & Co-Founder at MEETMEALS

Madrid, Spain

Meetmeals is a social innovation start-up technology based project related to P2P economy.

A gastronomic community where members (chefs/hosts and guests) promote social dining experiences at home's members.

Meetmeals provides the chefs/Host a platform to promote their meals and the users the opportunity to access a wide range of unique gastronomic experiences around the world

[www.meetmeals.com](http://www.meetmeals.com)  
March 2013 – Present

### Team Member at ABSTOSS WORLD GASTRONOMY

Barcelona, Catalonia, Spain

Abstoss World Gastronomy is dedicated to support, promote and transmit the values of the best cuisine .

The founder Annette Abstoss is a recognized and valued food hunter with an extraordinary knowledge gained through the years.

[www.abstoss.net](http://www.abstoss.net)  
January 2013 – Present

\*Certainly , for any food lover like me it is nice and interesting to volunteer with experts like her, specially as ambassador of brands like KOPPERT CRESS, MALDON SEA SALT AND ALASKA SEAFOOD.

### F&B Director at MELIA HOTELS INTL

Madrid, Spain

[www.melia.com](http://www.melia.com)  
February 2012 – November 2013

I was leading a spin-off project in the area of Food and Beverage for the Gran Meliá brand. The test was done at three Gran Meliá flagship hotels. The objective was to upgrade Food and Beverage department both operational and management and adapt them to the most up-to-date improvements and processes.

Having an entrepreneur and a trend forecasting vision of our industry was key to being able to develop new products and services for the company.

Examples: implementation of upselling programs, proposal of the food and beverage brand ambassadors, revenue management strategies for F & B operations, consumer led pricing techniques for restaurants. Proposal of partnerships with partners to provide strategic value, basic use of very up-to-date management tools: design thinking, lean management etc.

Reporting directly to the Vice President of Gran Meliá Hotel & Resorts Brand and Hotel General Managers.

\*Task Force to other company Hotels as a F&B Management ( new brand Ininside and Meliá Brand )for specific assignments such as training, conceptualization and upgrading F&B teams and operations.

**F&B Director at HOTEL HESPERIA MADRID 5\*(LHW)**

January 2011 – February 2012

Madrid, Spain

Responsible for the entire Food and Beverage department.

**F&B MANAGER at Gerber Group**

[www.gerberbars.com](http://www.gerberbars.com)

Madrid, Spain

July 2006 – January 2011

Partnership with Me Madrid Hotel (MHI) Member of the opening team.  
Food and Beverage Operations operated by Gerber Bars (U.S)

**ASST F&B MGR at HOTEL LA FLORIDA 5\* (LHW)**

[www.hotellaflorida.com](http://www.hotellaflorida.com)

Barcelona, Spain

October 2004 – June 2006

**F&B COORDINATOR at SOFITEL PALM RESORT**

August 2003 – September 2004

Johor Bahru, Malaysia

**Management Internship at Warwick Hotels**

[www.warwickhotels.com](http://www.warwickhotels.com)

San Francisco, United States

June 2002 – July 2003

**Restaurant Mgr at BMW/Williams F1**

[www.doco.com](http://www.doco.com)

Vienna, Austria

March 2000 – May 2002

Restaurant Manager at the BMW Williams F1 Team Suite within the Formula One Paddock Club - travelling to all the F1 races, looking after the Sponsors of the Team.

Organization of employees, inventories, logistics of all material destined to the event.

EDUCATION



**Cornell University**

[Food and Beverage Management](#)

Designed for established food and beverage managers, I have

January 2010 – January 2011

learned strategies to increase profitability through improved human resource and financial management and by creating a competitive marketing position. Program guide me to focus on how to implement desired changes that result in increased market share and revenues for foodservice operations.

**Chinese School**

January 2010 – April 2015

Madrid, Spain

Level 2 of Chinese language completed. Able to maintain a basic conversation in Mandarin.

ACHIEVEMENTS  
ATTAINMENTS

**UAM**  
Madrid, Madrid, Spain

Sommelier  
January 2009 – January 2010

**UOC-WTO**

Sustainable Tourism Planning  
January 2003 – January 2005

**UAB**  
Barcelona, Spain

Hotel Management  
January 1999 – January 2002

**AREA 31- IE START UP BUSINESS INCUBATOR  
(Instituto de Empresa)**

May 2014

Area 31 leverages the obsession of IE Business School for entrepreneurship, their expertise and their community of successful entrepreneurs and investors create the most exciting environment for our alumni's start ups. In the first edition startups from diverse areas joined the incubator: Both offline and online, including Social Entrepreneurship, IT (crowd sourcing websites and mobile apps), Renewable Energy, Health and Beauty and many others.

Our project meetmeals.com was choose to participate.

**Zinc Shower 2014**

May 2014

Zinc Shower emerges from the drive of its organizers and the effort and support of its coproducers, contributors and media partners, institutions and companies that believe in the value of entrepreneurship, collaboration, creativity and culture as a base to begin transforming our society.

Meetmeals was chosen to participate together with other 100 projects in the meeting-show among 1000 worldwide projects.

**Plug&Play Accelerator**

March 2013

Based in Spain and in Silicon Valley Plug and Play Spain seeks to invest in young technology companies in the country, accelerate growth and provide a direct line to Silicon Valley. In addition, Plug and Play Spain also serves to Silicon Valley technology companies that are growing rapidly have a bridge to Europe through Spain .

LANGUAGES

Spanish; Castilian ●●●●● Catalan ●●●●● English ●●●●● Chinese ●

SKILLS  
JOB-RELATED

- Problem solving
- Critical Thinking, Monitoring, Time management, Coordination, Management of Financial Resources

TRANSFERABLE

••• Negotiation

Research, Service Orientation, creativity, Entrepreneurship, Train others, Coach, Language, teamwork, decision making, pressure, personal motivation, Programming, Service Orientation, project management, social media



# BLANCA FACUNDO SANTASUSANA

Food and Beverage Management + Gastro entrepreneur.

1 April 2017

**To: Julien Liscouët**  
Vatel China

**From: Blanca Facundo**

After an experience of 15 years in the hotel industry in several countries focused on Food and Beverage areas in national and international Hotel companies, I decided to reinvent myself and further advance my career managing two personal projects, always on the F&B side.

In the process of work of these two projects, which still continues, I approached other ways to work with current processes more adapted to business models that are changing the world and more specifically our industry.

So I found myself knowing the other hand of the hotel industry where entrepreneurs are changing hotels and dining areas business models adapting them to future generations.

My goal is to get involved in hotel and/or gastronomy projects, as a task force or on-demand jobs using culinary innovation and working on the processes of work I am currently learning, like service design and design thinking to strengthen my areas of expertise and giving value to the actual contractors and companies working in a collaborative approaching. Either in food tech projects or national and international hotel and consulting companies having an innovative sight and eager to create different things with an updated view of our sector.

I personally never rule out the option of volunteering in companies with the clear objective of developing better and learning from the best professionals.