

Romina Ricco Greubel
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EXECUTIVE SUMMARY

Founder and chief operating officer responsible for product and distinguished customer service, and for growth of The Great Menu, an innovative marketing company that produces and disseminates “great menu covers” and additional branding materials for the hospitality industry

Twenty-year history of motivating excellence in team effort; The Great Menu was chosen BEST PLACE TO WORK in the “small company” category, by Argentina-based Recursos Humanos Magazine in 2008.

PROFESSIONAL EXPERIENCE

The Great Menu (Romina Gabriela Ricco) Chief Operating Officer /Founder Oct 1998-Present

Introduction of innovative “menu cover” design concept into Argentina Food Service industry with a product branding mantra, “Put customer service first.”

Oversight and in the trenches responsibilities for day to day management, strategic planning/marketing initiatives, design of new product collections and campaigns, and communication with media. Activities also include recruitment of professional and support associates, relationship management with suppliers as well as customers and final decision- maker for the Company. In addition, management of product exhibits at domestic and international shows with Spanish/English presentations and website.

Representative Clients: Ritz Carlton, Four Seasons, W Hotels, Sony, Honda, Renault, Disney.

ADDITIONAL EXPERIENCE

Upon completion of university studies, in preparation for plans to become a successful entrepreneur, assumed short rotating roles as customer service agent, translator, event planner, executive assistant and assistance in office design.

Total Argentina 1997- 19/98,
Occidental Argentina, Ltd.1992 – 1997
Buenos Aires Sheraton Hotel 1991-1992

OUTSIDE LEADERSHIP

Las Manos que Ayudan 2010- 2011-Coordinator; activities and assistance programs for members Television Project w/Dr. Marcelo Elizondo 2013; The Great Menu selected for UCES Business School University as an example of “creating value.”

EDUCATION

Instituto Superior en Lenguas Vivas Juan Ramon Fernandez (1994) English Translator
University of California, Berkeley American English for Non-Native Speakers (post graduate studies)

LANGUAGES

Spanish-native; English-proficient; Portuguese -intermediate