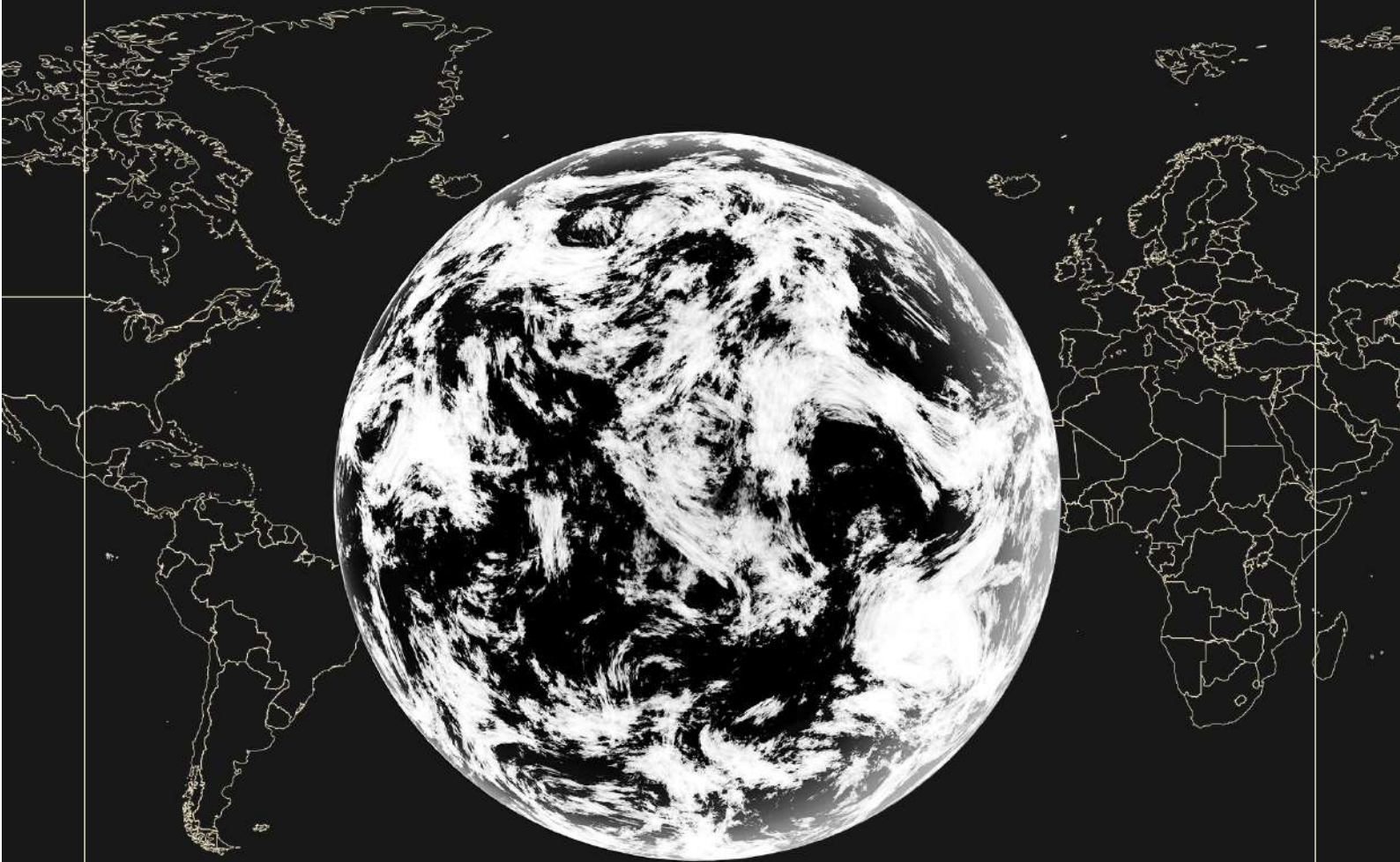


MASSIMO & PARTNERS





“We are a diverse team of talents, each supporting and complementing the others, forming a tapestry of strengths crucial for success.

Collaboration among individuals with varied skills and backgrounds fuels innovation and fosters growth”.



MASSIMO IANNI

Founder & CEO

Graduated from Glion Hotel Management School in Switzerland, and with a Hospitality master's degree at Kellogg University, Massimo Ianni has dedicated over 40 years to shaping the international Hospitality and Tourism Industry, crafting unique experiences along the way.

Some of his main achievements include the creation of Casas Latinas collection, being the Brand and Culture Guardian & Member of the Board at The Set Hotels. He also held the position of CEO of Alrov Luxury Hotels during its rebranding to The Set Hotels, overseeing

launch of the Mamilla Hotel, and The Conservatorium Hotel. He assumed the role of COO for South America and Europe at Faena Group and was Acting Managing Director for Armani Hotels & Resorts, where he continues to provide invaluable consulting services.

He dedicated 14 years of his career to the Hyatt International Corporation, starting as General Manager of Park Hyatt Buenos Aires, and rising to Corporate Director for Europe, Africa and Middle East.

After founding his own consulting firm 25 years ago, Massimo advised very important companies, such as Llao Llao Hotel & Resort, Alvear Palace Hotel, Pacha Group, Kulm Hotel St. Moritz, The Retreat at Blue Lagoon Iceland, amongst others.



EUROPE AND MIDDLE EAST

NATASHA BARBATO
JAVIER BLANCO
FERNANDO CAMPANARO
THIAGO CHIARONI DE ABREU
GIORGIO CRISCIONE
NESTOR RODRIGO DORADO
KATHARINE POTTINGER
CONNY ROSENBERG
LARISA SOHORCA
TOMMY WREY
ANDREA ZENO VILLA



*Global Casas Latinas
Business Development
and Destination
Management Specialist*

NATASHA BARBATO

With more than 20 years' experience Natasha has a solid knowledge within high-end luxury hospitality; having actively contributed to flagship projects from the initial envision to the opening. With a strong ability to delegate responsibilities and collaborate across a wide range of departments, she is capable of providing luxury consulting of leading operations and projects to forward-thinking companies, delivering high commitment to excellence and authenticity, achieving good financial results.

With a consistent experience in managing a selected portfolio of clients, Natasha brings a deep

understanding of UHNWI clients' requirements for exceptional services; an extensive knowledge with the creation of exclusive and tailor-made guests experiences; and a completion of market studies and assessments. Natasha loves travelling and with her discerning eye, she has gained first-hand experience and relishes developing meaningful relationships that expand her extensive personal network of the highest-level experts.

Recently graduated to E-Cornell University in Hospitality Strategy, she has refined her ability to plan, execute and evaluate the performance of a hospitality business in a nowadays dynamic and competitive environment.



*Sustainability
Specialist*

JAVIER BLANCO

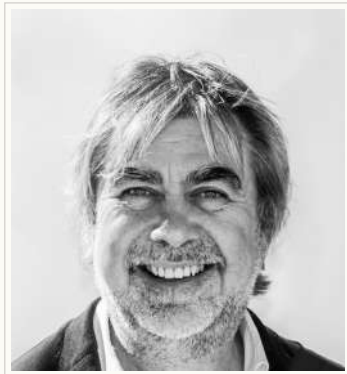
Master in Environmental Studies and Sustainability Science (Lund University, Sweden) and Bachelor's Degrees in Business Administration and in Law (Complutense University, Spain).

Javier is a Spanish specialist in sustainable development and environmental project management. He supports M&P on sustainability main-streaming in existing projects and new developments.

He founded Sustantum Ltd. in 2020, a sustainability firm for international development that also works to implement global sustainability standards in the hospitality sector.

Javier's combined work experience has allowed him to work for international organizations, NGOs, and private sector in countries such as Colombia, Panama, Italy, Belgium, and Sweden.

During the last decade he has worked for United Nations on sustainability analysis and project management as freelance consultant and field officer.



Senior Partner

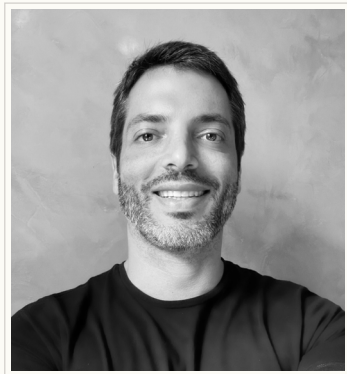
FERNANDO CAMPANARO

Presently serving as a senior partner at Massimo & Partners, he has played a pivotal role in numerous significant projects alongside Massimo. These include the Kulm Hotel's renovation master plan in collaboration with Foster + Partners, a resort development in Portugal with John Pawson, and others.

In his capacity as a consultant, he has recently contributed to the opening of Six Senses in Rome, as well as the Orient Express properties in Rome and Venice, and the forthcoming Hyatt Thompson in Rome (set for completion in 2025). Over the years, he has also lent his expertise to projects such as the Armani Hotels & Resorts in Dubai

and Milan, the Excelsior Hotel in Venice, and upscale residences designed by YOO in Moscow and Saint Petersburg.

Additionally, he currently serves on the Board of Directors of PAD Italy, a leading procurement company specializing in the hospitality sector.



*Global Project
Director of Operations*

THIAGO CHIARONI DE ABREU

Thiago graduated from a Swiss Hospitality School and later obtained a degree in Business Administration in Brazil. His expertise and passion lie in delivering premium services, enhancing customer experiences, with a natural aptitude for fostering positive relationships with clients.

For more than 22 years of working experience, Thiago has consistently shown dedication to leadership, guiding teams and overseeing projects in luxury hospitality with Hyatt and Fasano, high-end retail with Fendi and Nespresso as well as significant roles in the airport and airline sectors with LATAM and Qatar Airways.

Recently, Thiago joined the Massimo & Partners family as Project Director Operations & Senior House Manager of Casas Latinas. In this role, he aims to support the company's new management division, which focuses on overseeing a select few exclusive, innovative, and purposeful properties.



*Creative Director
Europe & Middle East*

GIORGIO CRISCIONE

A graduate of The Design University of Politecnico di Milano, ranked among the top 10 Art & Design universities worldwide, brings a comprehensive professional background in Graphic Design and Illustration as a Creative Director and branding expert. This individual helps companies and start-ups connect with their target audience through bespoke solutions, specializing in visual identity, websites, social media campaigns, magazines, and print communications.

Formerly the Head of Design for the Pacha Ibiza Group, he has contributed to the brand's visual identity, working with renowned artists like Solomun, Marco Carola, Dixon, Claptone, Calvin Harris, and

Carl Cox. The clientele includes Pacha Ibiza, Destino Ibiza, Lio, Quintessentially, Fat Boy Slim, Kevin Spacey, Stephanemarais cosmetics, the Red Carnation Hotel Collection, Microsoft, and Vestra Wealth. International experience spans design studios in Milan, London, Kuala Lumpur, and Ibiza.

This diverse professional journey has equipped this individual with proficiency in print and digital design alongside illustrations. Responsibilities include idea generation, concept development, research, rationalization, and design across various clients and industries. Committed to delivering impactful design solutions, this professional creates strategic graphic design and branding, using technology and out-of-the-box thinking to help clients maximize their success and create enduring brands.



*Global Finance
Specialist*

NESTOR RODRIGO DORADO

Rodrigo has over 10 years of experience in business administration, including administrative auditing, accounting, creation and execution of administrative policies & procedures and financial operations.

He holds a degree in Business Administration from University of General San Martin, Buenos Aires. In addition, Rodrigo is attending a master's degree in administration at UADE (Argentinian Entrepreneurial University), focusing on start-ups development and technological tools.

Collaborating in several areas such as Sales & Marketing, Chain Supply and IT, he commenced his professional career in PSA Peugeot, acquiring expertise in costs analysis. Currently, Rodrigo is working for the finance department of M&P Europe, covering the activities related to accounting and finance operations auditing.



*Training and Content
Project Director
Europe & Middle East*

KATHARINE POTTINGER

Katharine is currently the COO at a boutique strategy firm in London. Prior to that she was Chief Hospitality Officer at Plum Guide, the Michelin Guide for short term rentals. During her time with Plum, she led the customer-facing teams increasing sales conversion by 25% and NPS to record industry levels. In Buenos Aires, Katharine joined Oasis as Managing Director in its first year and worked closely with the Founder to grow the company around Latin America and to launch Buenos Aires' first private members' clubs and hotels. After three years with Oasis, she spent two years consulting with hospitality guru, Massimo Ianni, on a range of hotel and hospitality projects in Asia, EMEA and Latin

America. She returned to Oasis as Chief Hospitality Office to lead the company's expansion into N. America and Europe as well as the on-the-ground Guest Experience. Prior to joining Oasis Katharine opened Quintessentially Argentina, launching the British brand in Latin America.

Highlights: I have loved working in different countries and having the opportunity to learn about the cultures, indulge in the landscapes and understand the varied working styles. From the elves in Iceland to the grapes of Mendoza - it all makes me very grateful for what I get to do.

Motto: There is always a way!



*Personal Assistant
to the Founder and
Special Project
Coordinator*

CONNIE ROSENBERG

With over 15 years of experience in luxury hospitality, Conny has primarily developed her expertise at Park Hyatt Buenos Aires. Specializing in Guest Relations and with experience working as a Clefs d'Or Concierge, Conny's approach is guided by the philosophy of "anticipate, adapt, excel."

In her current role at M&P, she undertakes a multifaceted position, offering vital support to the founder, managing internal events and communications, assisting in special projects, and overseeing internal procedures.



*People and Culture
Project Director
Europe & Middle East*

LARISA SOHORCA

Larisa is a professional with a solid background in emotional intelligence, motivation, team coaching, group dynamics and behavioral change. She is a Master Facilitator and Emotional Assessor with Six Seconds and holds a Masters in Coaching and Behavioural Change from Henley Business School.

Her career includes collaborations with leading companies such as The Luxury Closet, Six Seconds, Richemont Group, Cartier, Emaar Malls, Burj Khalifa, Armani Hotels, among others.

Within her development practice, she partners with leaders to connect strategy and culture.

Her approach focuses on Mindsets, Emotional intelligence, Feedback, Collaboration, Developing Agile Teams, Language and Meaning, Motivation and Optimism.



*Project Director
Europe & Middle East*

TOMMY WREY

With over 15 years' experience across a spectrum of hospitality settings, Tommy began his career as chef successfully developing his own private catering company. For 7½ years as Chef Director, he delivered over a thousand events for varying clients from Royalty, Politics, Fashion, Society and the Arts. In delivering their exacting requests, his Hospitality DNA; "Exceptional Food & Beverage and peerless service" flourished.

Tommy subsequently moved from the Kitchen to Front of House holding senior management positions with some of London's leading independent Restaurants and Private Member's Clubs including Daylesford

Organic, Annabel's - Mayfair, Caprice Holdings and Beaverbrook Hotel & Country Club. Such experiences have exposed him to the complexities of the hospitality industry serving the rich and the rare firsthand.

Before joining Massimo & Partners he worked in the corporate sector managing the flagship contracts of Deutsche Bank and Credit Suisse for BaxterStorey, the largest independent contract caterer in the UK further expanding the breadth of his experience in the hospitality industry.

He now joins M&P to share that experience and strategic focus to enhance projects particularly requiring operational Food & Beverage input.



*General Manager
Europe & Middle East*

ANDREA ZENO VILLA

Andrea has a master's degree in Management Engineering & Business Economy at Politecnico di Milano, followed by more than 15 years of experience in hospitality and lifestyle as well as with luxury brands. He is a business manager with extensive expertise in Marketing & Brand, and with the creation and execution of new hospitality concepts.

He worked in Massimo's team for the setup and launch of Armani Hotels & Resorts and has a strong hands-on approach, with passion and dedication that have proven to be extremely successful for team building and leadership.

Andrea's talent and creativity has allowed him to work also with executive roles at other leading companies like Campari Group, LVMH, The Dubai Mall, Accenture, as well as working as independent consultant for top brands and advisory firms.



SOUTH AMERICA

GABRIELA ABENTIN
PABLO ANDRADA
CONSTANZA COCCOLO
VALERIA DEFELIPPE
LARA DI LEVA
ALEJO ESTEBECORENA
VERONICA LARREA
AUGUSTO MEJIDE
ROSARIO MURUA
MARTINA PAJONI



*Senior Design and
Style Specialist
South America*

GABRIELA ABENTIN

Having obtained a Fine Arts degree, she has dedicated the past twenty years to executing interior design projects. Throughout her career, she has served as a creative designer for companies associated with hotel and gastronomic management.

She founded the Abentin Di Leva Studio, which merged with Lara Di Leva a few years ago. Together, they have collaborated for a decade, undertaking comprehensive design projects alongside a talented and diverse team.

Gabriela's exceptional skills in creative design have been displayed in well-known ventures like Havanna, La Aguada, Polo,

El Nacional Theater, The Vines of Mendoza, La Fortuna, and Hipodromo de Palermo. She has also contributed her expertise to various other projects, including Tribuna Paddock, Batacazo, Bajo Tribuna, Sport Bar, Hotel Casa Calma, Hotel La Alondra Corrientes, Sheraton Hotel Iguazu, and the renowned Faena Hotel, which gained fame through its iconic design by Philippe Starck.



Partner South America

PABLO ANDRADA

Pablo is a hospitality leader, who has over 25 years international experience in Hotel Operations, including hotel openings, cruise ship new builds and service program implementations.

He holds a degree in Hospitality Management & Hotel Operations from CCSF of San Francisco, California. Pablo has held several management positions as Front Office Manager; Guest Services Manager; and Operations Manager with Nikko Hotels, Melia Hotels, Hyatt Hotels Worldwide, and Faena Hotel Buenos Aires.

At sea, he joined Royal Caribbean International as Guest Services

Manager and later as Fleet Guest Services Manager. During his more than 10 years tenure with the company, he led guest services teams on-board several cruise ships in the fleet.

Currently, Pablo is working side by side with our clients in different projects within South America.



*Design Specialist
South America*

CONSTANZA COCCOLO

Industrial designer from the University of Buenos Aires. She started in a studio specialized in travel retail design, mainly in Dufry. She has made 3d design and installation of internationally recognized cosmetic and beverage stands.

She went through a food display machine exporting company called International Merchandising Solutions. She also made design, technical drawings, and manuals of refrigerated and hot equipment, for supermarket chains and convenience stores that exported from Argentina to South Africa, the Dominican Republic, Paraguay and Peru.

She worked in development, prototyping and furniture design for home and gastronomy until arriving at the Abentin Di Leva Studio, where she carried out interior design and image concept for different clients.



Partner South America

VALERIA DEFELIPPE

Graduated in Hotel and Gastronomy Management, Valeria also studied Interior Design.

She developed her career in the main hotels in Buenos Aires: Park Hyatt, Four Seasons and Faena, where she worked in different areas of the hotel operation: Food and Beverage and EAM Assistant, Guest Service Manager, Banquet Assistant Manager and Stylist Coordinator. Valeria also worked as a consultant in different hotel openings and provided Food and Beverage advice to different business projects.

Valeria is a project leader in our organization and develops different operation processes according to our

clients' requests. Besides, Valeria coordinates all the projects in South America.



*Senior Design and
Style Specialist
South America*

LARA DI LEVA

Lara graduated as an Industrial Designer at the Faculty of Architecture, Design and Urbanism of the University of Buenos Aires (FADU, UBA), where she also was a professor of Morphology for a decade. For more than ten years she has been carrying out and producing projects within the framework of commercial, hotel, gastronomic and interior design architecture, together with Gabriela Abentin.

She has a great influence from architecture and technical versatility that her career and experience have given her. Her work combines avant-garde with expertise and a great commitment to detail and sustainability. She manages and

coordinates multidisciplinary teams in the different branches of design. Lara has participated as a creative designer in projects such as Luigi Bosca, Dune Hotel, Havanna, La Aguada Polo, Ayma Local & Trastienda, Teatro El Nacional, The Vines Resort & SPA Mendoza, Estancia La Fortuna, Hipodromo de Palermo, carrying out different works such as Tribuna Paddock, Under Grandstand, Sport Bar. Her current role is Head of Design at Massimo & Partners, based in Buenos Aires.



*Creative Director
South America*

ALEJO ESTEBECORENA

Alejo holds a Bachelor's degree in Industrial and Product Design and a postgraduate degree in Heuristics. He owns an interdisciplinary design studio and is actively involved in strategic design consultancy tasks, particularly within the realm of IoT technologies. Additionally, Alejo has a distinguished career as a professor at prestigious design and architecture universities in Buenos Aires.

His personal and professional passion lies in the pursuit of discovery, learning, and creative endeavor.



*Senior House Manager
Estancia La Fortuna,
People and Culture
South America*

VERONICA LARREA

With a bachelor's degree in psychology, and training in Ontological Coaching, Veronica has a large career in Human Resources, working in recruitment, training and communication in different companies; just to name a few of them: Faena Hotel Buenos Aires, Feir's Park Hotel, Ville Saint Germain, Casa de Uco, La Aguada and Hilton Buenos Aires. Besides, Veronica is an actress trained in "El Metodo" for six years. She is our HR Specialist, but also our Senior House Concierge at Estancia La Fortuna.



*Partner South America
and Chief Talent
Officer at Massimo
Ianni Talents*

AUGUSTO MEIJIDE

AUGUSTO MEIJIDE, Partner South America & Chief Talent Officer at Massimo Ianni Talents Augusto holds a Degree in Sociology from Universidad de Buenos Aires, Business Administration Hotel & Restaurant Manager at Hocking College, and graduated as a Specialist in International Relations at Flacso.

Currently, he is in charge of the Visitor Experience at Fundacion Temaiken, while he is Professor of Hospitality. Service Management at the Universities of Lanus and Quilmes as well. His career in the world of hospitality and tourism includes the former positions of Experience Director at Faena Hotel

Buenos Aires, International Relations Coordinator at the National Ministry of Tourism, and Front Office Manager at Park Hyatt Buenos Aires.

During 2020, he joined Massimo & Partners team as Chief Talent Officer, developing together with Massimo Ianni our educational Campus division.



*Design Specialist
South America*

ROSARIO MURUA

Architecture Degree at the University of Buenos Aires, Rosario completed postgraduate courses in Morphology (UBA) and Strategic Design for Innovation (UNR).

He teaches in the Bachelor of Design at the prestigious Universidad Torcuato DiTella in Buenos Aires. She has more than 10 years of experience in hotel, housing, and commercial architecture projects. He designs sets, audiovisual installations, and immersive spaces. She is part of the design team of Massimo & Partners based in Buenos Aires.



*Food and Beverage
Specialist South
America*

MARTINA PAJONI

Graduated from Instituto Argentino de Gastronomía, Martina is our Food & Beverage specialist.

For the last 18 years, she has been working in the kitchens and service of some of the main restaurants and hotels in Argentina and abroad: La Bourgogne - Alvear Palace Hotel (Argentina), El Mercado - Faena Hotel (Argentina), Apa Pau Brasil Hotel (Brazil), Ikin Margarita Hotel (Venezuela), and Bunbury Restaurant Miami (USA), among others.

She has a great expertise in restaurant openings, and also teaching at prestigious Gastronomy schools, such as Colegio de Gastronomía Gato Dumas, Vatel, and UADE.

ASSOCIATED COLLEAGUES

VICTORIA BERNASCONI
LUIS DE SOUSA





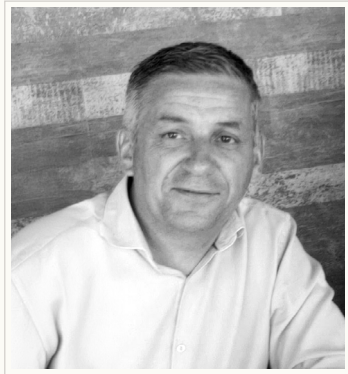
*Global Project
Director*

VICTORIA BERNASCONI

Victoria is an accomplished professional in the hospitality and tourism industry, having obtained her degree from the esteemed Glion Institute of Higher Education in Montreux. Her extensive global travels have enriched her understanding of diverse cultures and hospitality practices.

Fluent in five languages, Victoria excels in effective communication and building relationships with international clientele. With over two decades of experience as a co-owner of two 5-star hotels in the Netherlands, Victoria has consistently upheld impeccable standards of excellence.

Victoria is a seasoned professional in the fields of Guest Relations and Team Building, having actively contributed to multiple M&P projects in picturesque locations such as Tuscany, Italy; Tulum, Mexico; and Mendoza, Argentina. Her extensive expertise lies in crafting comprehensive training programs and providing operational support for planning and implementing pre-opening strategies.



*Hotel IKIN Margarita
General Manager*

LUIS DE SOUSA

Luis has over 18 years in Management positions with International 5 star Hotel chains, like Radisson SAS, Melia Hotels International, Blue Diamond Hotels and Resorts, in several countries, in both vacation and city projects.

He has solid experience in operational areas with emphasis on Food & Beverage, Kitchen Management, Procedures and Input Management. Trained at USALI and with financial efficiency in the design and implementation of financial plans and overseeing budgets of +/- 10M USD.

Luis has a BA in Hospitality Management and Tourism Operations from the University of Westminster London and he is currently the General Manager at IKIN Hotel in Isla Margarita, Venezuela.

MASSIMO & PARTNERS

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