



Sandra Leo

Consultant & Advisor | Hospitality, Tourism, F&B | Startup & Innovation

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RECENT WORK EXPERIENCE

2019 CURRENTLY- BUSINESS DEVELOPMENT MANAGER AT BABONBO LTD

Since 2019, I have been responsible for building and strengthening our provider network, which today includes more than 600 partners across nearly all European countries and many destinations worldwide (UAE, Turkey, Morocco, Egypt, Thailand, Singapore, Hong Kong, etc.).

Key achievements include:

- Establishing the fastest-growing baby equipment rental marketplace worldwide, even through the challenges of the pandemic and economic crisis.
- Securing strategic partnerships with hotel groups, vacation rental platforms, and travel-related service providers.
- Implementing a professionalized customer service model (since 2022) to enhance customer satisfaction.

Currently, my focus is on global expansion and further strengthening our service offering, driven by the needs of our loyal customer base.

2019 Food & Beverage Consultant - Freelance

Designed and delivered a comprehensive training program for small businesses in the food & beverage sector in Southern Italy, aimed at strengthening management and operational skills.

◆ **Key areas covered:**

- Restaurant organization and management
- Menu development (cost analysis and pricing strategies)
- Cost control and human resource management
- Budgeting and Profit & Loss (P&L) analysis
- Customer relationship management and sales techniques
- This program supported several local businesses in improving profitability, service quality, and long-term operational sustainability.

2017-2018 B&I MANAGER ELIOR GROUP SPA

Directed and managed three B&I restaurants in Milan across multiple locations, establishing autonomous teams for daily operations.

◆ **Key achievements:**

Implemented strict economic management and cost control measures

Reduced Food Cost from €3.65 to €2.50 per meal

Reduced Labor Cost from 45% to 32%

Achieved a financial turnaround: from a €15,000 monthly loss to a €2,000 profit within six months, with continued growth thereafter

Successfully managed a challenging client while meeting all contractual obligations

Referenze M.Ranzolin +39 3770819589 Regional Manager

2017 FOOD & BEVERAGE CONSULTANT AT MASSERIA CORDA DI LANA VEGLIE Delivered a targeted training course in Food & Beverage Management for the managerial team, covering critical areas such as:

- Restaurant Organization & Operational Management
- Menu Development: Costing and Pricing Strategies
- Expense Management and Human Resources
- Budgeting and P&L Interpretation
- Customer Engagement and Sales Optimization

2016 B&I MANAGER COMPASS GROUP SPA Intercompany Restaurant Management:

• **Budget & Financial Turnaround:** Developed and implemented annual budgets that prioritized staff and production optimization, resulting in a significant financial turnaround. Recovered from over €20,000.00 in monthly losses to achieve a €10,000.00 monthly profit within two years.

• **Strategic STREET FOOD Project:** Led the end-to-end development of a STREET FOOD project, including site inspections, feasibility analysis, menu curation, contract management, invoicing, and performance reporting. This strategic initiative successfully renewed the client relationship, garnered public acclaim, and generated positive economic outcomes. **2015 F & B MANAGER F&DE GROUP SRL MILANO**

Managed the Food & Beverage operations of a 4-star hotel, overseeing guest relations, à la carte restaurant, conferences, meetings, and private events. Key responsibilities included staff scheduling, cost optimization, and drafting the Banqueting Folder to ensure structured and efficient event management.

2015 TEAM LEADER IN “FRIENDS OF USA PAVILLON” EXPO2015

2014 F&B MANAGER IN VILLA LENA PALAIA (PI)

Led the reorganization of the Food & Beverage department. Key activities included menu engineering, supplier negotiations, cost optimization, and production planning. Additional responsibilities covered staff scheduling, budgeting, drafting operational protocols and procedures, and defining job descriptions to establish a more efficient organizational structure. **Referenze M.Usai +39 3407935600**
Property Manager

2013-2014 F&B CONSULTANT “CA’ PELLETTI Locanda Italia” BOLOGNA

Consultancy for New Catering Concept (Italy & Abroad):

Focusing on:

- Food Cost Management
- Supplier Relations
- Operational Protocols & Business Procedures
- Supporting New Openings (Italy & International)

2013 F&B MANAGER PARK HOTEL PACCHIOSI 5* PARMA

In charge of the start-up of the PHP Restaurant and PHP Piano Bar at the newly opened Park Hotel Pacchiosi 5*. Key activities included staff recruitment and training, menu engineering, production planning, and the selection of premium products from top local producers and breeders. Additionally, I oversaw warehouse setup and sales program management, with a focus on food cost control and pricing strategies.

2010 /2013 F&B MANAGER “Ristorante Leoni” & “Osteria di Porta Europa” Michelin Star Start-up: Restaurant & Osteria, Unipol Business Center (Bologna)

Worked alongside Michelin-starred Chef Marcello Leoni on the full development of the restaurant and Osteria inside the new Unipol Spa Business Center in Bologna, from design and construction to operational management.

Key responsibilities included strategic management decisions, supplier selection, customer relations, marketing and events, corporate image, press office, and public relations. Accountable for budgeting, P&L control, as well as staff recruitment, training, and scheduling.

2010 F&B MANAGER “A Tutta Birra “ Trezzano Sul Naviglio

2009 F&B MANAGER & CHEF Hapimag Italia "La Casaccia" Resort Tonda Montaiione FI

2005 - 2009 Founder & Facility Director “ESUS Catering” Events & Banquets

1998 - 2005 Continuous working relationship with several restaurants and catering: **1990-1997**

Professional Marketing Manager Owner “promoset S.r.l.” Martina Franca (TA) Public Relations, consultant advertising and marketing promoter

TRAINING AND EDUCATION

- **Highly Specialized Food & Beverage Management Course** Institute S.E.S.E.F. Rome
- **Course in "F&B Management"** Team Consulting Management Bari
- **R.E.C. Professional Course for the Administration and Implementation of H.A.C.C.P. Standards** Chamber of Commerce of Brindisi
- **Attendance Degree Course in Economics and Business** University of Bari ● **I.T.C. Diploma Marconi di Brindisi** School Year 1981/82 - Score: 53/60

PROFESSIONAL KNOWLEDGE & BUSINESS DEVELOPMENT SKILLS

- **Business Development:** Proven ability in market analysis, partnership development, and network expansion
- **F&B Management:** Including strategic planning, cost control, and operational efficiency.
- **Management Programs for Catering:** Proficient in utilizing software for efficient operations and data-driven decision-making.
 - **H.A.C.C.P. Regulations and Latest Generation Technologies:** Ensuring compliance and leveraging technology for improved food safety and operational processes.
- **Knowledge of Current Legislation on Workplace Safety:** Commitment to maintaining a safe and compliant working environment.

LANGUAGES

- English: Excellent
- French: Good
- German: Basic

Autorizzo al trattamento dei dati personali ex D.Lgs. 196/2003

SANDRA LEO