

# HELERI RANDE

STRATEGIST, SPEAKER, WRITER

+44 755 434 3138  
HELERI@HRANDE.COM  
WWW.HRANDE.COM



## EDUCATION

EMBA, HOSPITALITY ADMINISTRATION  
École hôtelière de Lausanne (EHL) | Switzerland | 2013 - 2014

DFP B1 – BUSINESS FRENCH CERTIFICATE  
The Paris Chamber of Commerce | France | 2013

BACHELOR OF ARTS, ECONOMICS AND BUSINESS  
New York University | Italy and USA | 2003 - 2007

## CONTACT

P: +44 7554 343138 (UK)  
P: +372 51 01 434 (Estonia)  
E: heleri@hrande.com

## SOCIAL

Web  
hrande.com

Instagram  
@myfabtravelbook

LinkedIn  
helerirande

## WORK EXPERIENCE

### PARTNER

THINK Hospitality | Jan 2019 - present | London

- Building F&B expertise across hospitality asset classes: restaurant groups, hotel chains, mall developers, cruise-liners
- Managing client relationships across all projects
- Delivering special events around the world under THINK umbrella
- Main content creator on HospoLive, a channel for the hospitality sector with over 300K views

### FOUNDER

HRande Consulting OÜ | Nov 2014 - present | Tallinn & London

- Hospitality strategist helping brands and owners assess the market, find the right concept positioning and/or operator & chef
- Conference curator & moderator at industry events around the world
- Head organiser of culinary and hotel conferences in the Baltics

### DIRECTOR OF BUSINESS DEVELOPMENT, EMEA

Puccini Group | Nov 2014 - Dec 2016 | London

- Identified opportunities for clients in EMEA and connected them with Puccini Group's multiple studios (F&B concepts, interior design, operations, branding and marketing) to produce optimal solutions
- Tracked and recorded activity on 100+ client accounts and helped to close deals to meet these targets
- Built relationships with major luxury hotel brands globally

### ANALYST TO VICE PRESIDENT

Citigroup Investment Bank | July 2007 - Mar 2013 | New York & London

- Various roles in CFO Office, Risk and Client Strategy

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## SPEAKING ENGAGEMENTS

Jury Member | International Hospitality Awards | March 2020 | Kiev  
Keynote | International Hospitality Conference | Feb 2020 | Kiev  
Moderator | Global Restaurant Investment Forum | Feb 2020 | Amsterdam  
Host & Moderator | Ambiente | Feb 2020 | Frankfurt  
MC & Moderator | Restaurant Marketer & Innovator | Jan 2020 | London  
Program Director | Sleep&Eat Event | Nov 2019 | London  
Founder & Host | Ideas-Flavours-Experiences | Nov 2019 | Estonia  
Host | Feed The Children Charity Gala | Sep 2019 | Estonia  
Keynote | Estonian Tourism Conference | Sep 2019 | Estonia  
Keynote | Aukett Swanke Industry Breakfast | July 2019 | London  
Moderator | TOPHOTELWORLDTOUR | June 2019 | Barcelona  
Host | AEHL Legend Series | May 2019 | London  
Host | Supper Magazine x Tiger | May 2019 | Hong Kong  
Moderator | To The Table Europe | April 2019 | Monaco  
Host & Moderator | New Baltic Hospitality Forum | April 2019 | Tallinn  
Panelist | Young Hoteliers Summit | March 2019 | Lausanne  
Moderator | International Hotel Investment Forum | March 2019 | Berlin  
Moderator | Global Restaurant Investment Forum | Feb 2019 | Amsterdam  
Presenter | AHEAD Global Awards | Jan 2019 | London  
Moderator | Restaurant Marketer & Innovator | Jan 2019 | London  
Chair | Design Talk @ TopDrawer | Jan 2019 | London  
Moderator | TOPHOTELWORLDTOUR | Dec 2018 | Vienna  
Content Curator & Host | Sleep+Eat Event | Nov 2018 | London  
Founder & Host | Ideas-Flavours-Experiences | Nov 2018 | Estonia  
Host | Feed The Children Charity Gala | Nov 2018 | Estonia  
Moderator | Mediterranean Hotel Real Estate Forum | Oct 2018 | Athens  
Moderator | To The Table Asia | Oct 2018 | Kuala Lumpur  
Moderator | TOPHOTELWORLDTOUR | September 2018 | London  
Moderator | UK Hospitality Summit | July 2018 | London  
Moderator | Boutique Hotel & Lifestyle Summit | May 2018 | London  
Moderator | To The Table Europe | April 2018 | Budapest  
Host | Global Restaurant Investment Forum | March 2018 | Dubai  
Moderator | SAS Europe Recharge 2018 | Jan 2018 | Amsterdam  
Mentor | Hyatt Student Prize | Jan 2018 | Paris  
Moderator | To The Table MEA | Nov 2017 | Muscat  
Host | Feed The Children Charity Gala | Oct 2017 | Estonia  
Host | SAUCE Forum 2017 | Sept 2017 | Estonia  
Host | Taste Estonia Shanghai | May 2017 | Shanghai  
Host | Taste Estonia Tokyo | April 2017 | Tokyo  
Member of the Jury | Hyatt Student Prize | Dec 2016 | Paris  
Host | SAUCE Dinners feat. 9 Michelin Star Chefs | Sept 2016 | Estonia  
Moderator | Global Restaurant Investment Forum | March 2016 | Dubai  
Keynote Speaker | HoReCa Seminar | Oct 2015 | Estonia  
Panelist | Boutique Hotel and Lifestyle Summit | May 2015 | London  
Moderator | Global Restaurant Investment Forum | Feb 2015 | Dubai

## TOPICS

Hospitality Trends  
Consumer Trends  
Asset Strategy for Hospitality  
Operators  
Non-Room Revenue Generation  
Co-Working  
Co-Living  
Blend of Health, Wellness & Food  
Tourism Product Development  
Generating Revenue via Events  
Work in times of Covid

## UPCOMING

Impact Summit  
May 2020  
Online

To The Table Europe  
July 2020  
Vienna

New Baltic Hospitality Forum  
October 2020  
Tallinn

Sleep & Eat Conference  
November 2020  
London

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## PROFESSIONAL SKILLS

Project management  
Market research  
Benchmarking  
Forecasting  
Budgets  
Sales  
Problem solving  
Data management  
Visual presentations  
Public speaking

## PERSONAL SKILLS

Organized  
Reliable and professional  
Time management  
Creative spirit  
Team player  
Fast learner  
Motivated

## LANGUAGES

Estonian (mother tongue)  
English (fluent)  
Finnish (fluent)  
French (advanced)  
Russian (intermediate)  
Italian (elementary)  
Spanish (elementary)

## PROJECT PORTFOLIO

Accelerate Places | London, UK  
Market Intelligence  
F&B and Venue Modeling Mix  
Operator Selection

Puro Hotels | Poland  
Strategic Review of F&B  
Change Management

Peel Lifestyle Outlets | Manchester, UK  
Market Intelligence  
F&B Modeling Mix  
Operator Selection

Private Investor | Tallinn, Estonia  
Market Intelligence  
Concept Development

Supercity Group | Manchester & Brighton, UK  
F&B Market Study  
F&B Operator / Partner Search

EC4 Hotel Group | Yorkshire, UK  
F&B Market Study & Strategy  
F&B Concept & Design Proposals

Claus Meyer Holding | Vilnius, Lithuania  
Local Culinary Market Intelligence  
F&B Management Recruitment

Pädaste Manor Hotel, Restaurant & Spa | Muhu Island, Estonia  
Head Chef Recruitment

Sheraton Metechi Palace by Marriott-Starwood | Tbilisi, Georgia\*  
F&B Concept Strategy  
Restaurant Interior Design  
F&B Marketing & Branding

Emirates Palace by Kempinski | Abu Dhabi, UAE\*  
F&B Concept Strategy  
Market Deep-dive  
Restaurant Design Peer Review

\*done under Puccini Group

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## AFFILIATIONS

Consulting Editor  
Supper Magazine | January 2017 - present

Board Member  
EHL Alumni Great Britain Stamm | Oct 2015 - present

Advisory Board Member  
Boutique Hotel and Lifestyle Summit | Aug 2015 to present

Advisory Board Member  
Global Restaurant Investment Forum | July 2015 - present

Co-Founder  
Hyatt Student Prize Alumni | March 2015 to present