



DR. KATERYNA FEDOSOVA, PHD

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EMPLOYMENT

2009 – till present	PhD, Associate Professor, Department of Hotel and Restaurant Business, Odessa National University of Technology
2024 – till present	Director of Marketing and Communications in EuroCHRIE (The European Council on Hotel, Restaurant & Institutional Education)
2022 – till present	Guest Lecturer SRH Dresden school of Management
2008 – till present	Restaurant consulting and advertising company (ConsultingHUB) owner: - Launching and managing restaurants, Research and development of the business plans, concepts, promo and digital marketing strategies for more than 30 restaurants in Odessa (Ukraine) and Europe (Lisbon, Moldova, Spain)
2006 – 2009	Assistant Professor, Department of Food Technology and Restaurant Service (Odessa National Academy of Food Technologies)

GUEST LECTURER / Workshops and Seminars in Europe

March, 2024	Cesar Ritz Colleges Brig, Switzerland / Workshop "ACADEMIC 2.0 - Academic Personal Branding"
March, 2024	Pärnu college University of Tartu, Estonia, Seminar/workshop "10 steps to launching a successful restaurant" (5 hours)
March, 2024	Pärnumaa Vocational School, Estonia, Seminar/culinary workshop "Trends in food design. Influence of design and presentation of restaurant dishes on customers." (5 hours)
October, 2023	Budapest Business School, Hungary, Seminar/workshop "Artificial Intelligence (AI) and trends in restaurant marketing. Development of an effective restaurant menu." (5 hours) Seminar/culinary workshop "Trends in food design. Influence of design and presentation of restaurant dishes on customers." (5 hours)
September, 2023	Cesar Ritz Colleges Brig, Switzerland Artificial / Intelligence Revolution in Restaurant Business (Business Cases), The 5th International Research Roundtable
July, 2023	SRH Dresden school of Management (SRH Berlin University of Applied Sciences), 56 hours: Hotel Operations (including Industry Project) for the BSc in International Hotel Management
May, 2023	Academy of Applied Studies Belgrade (College of Hotel Management), 5 hours: "Marketing Trends and the Artificial Intelligence (AI) Revolution in the Hotel and Restaurant Business."
April, 2023	Faculty of Tourism and Hospitality Management in Opatija (Croatia) - "Marketing Trends and the AI Revolution in Tourism and Hospitality Management." (5 hours)
April, 2023	Faculty of Tourism and Hospitality, University of Montenegro, Kotor (9 hours): <ul style="list-style-type: none"> • Globalization in the restaurant business and changes in consumer behaviour • Marketing trends and AI revolution in tourism and event management

November, 2022	The Secondary School of Hospitality Industry and Services and The Higher Professional School (Opava, Czech Republic), 1 week: <ul style="list-style-type: none"> • Trends of Ukrainian cuisine. Volunteer work of chefs and restaurants during the war. • Culinary work-shop. • Trends in restaurant marketing. Development of an effective restaurant menu.
October-November, 2022	Faculty of Tourism and Hospitality, University St. Kliment Ohridski (Ohrid, North Macedonia) and Department of Marketing and Tourism, University "Fan S. Noli" (Korča, Albania), 2 weeks: <ul style="list-style-type: none"> • Trends in restaurant marketing. Development of an effective restaurant menu. • Trends in food design. Influence of design and presentation of restaurant dishes on customers. Culinary work-shop.
July, 2022	SRH Dresden School of Management (Dresden, Germany), 1 month: "Hotel Operations (F&B Part)" for the BSc in International Hotel Management
May, 2022	Academy of Applied Studies Belgrade / University of Novi Sad (Serbia), 2 weeks: <ul style="list-style-type: none"> • "Trends in food design. Influence of design and presentation of restaurant dishes on customers." Seminar and Culinary work-shops. • "Development of an effective restaurant menu" • "Chef's personal brand - development and promotion"
April, 2022	Estonian University of Life Sciences (Tartu, Estonia), 2 weeks: "Prospects for the work and cooperation of meat enterprises with the restaurant business"
October, 2021	Polytechnic Institute of Beja (Portugal), 1 week: "Millennials and new smart professions in the restaurant business"
February, 2020	International Hellenic University (Thessaloniki, Greece), 1 week: "Development and Promotion of Gastronomic Tours"

EDUCATION

2003 – 2005	Ph.D. in Food Technology, Odessa National Academy of Food Technologies, Odessa, Ukraine
1998 – 2003	MSc in Catering and Restaurant Business (with Honors), ONAFT, Odessa, Ukraine

ADDITIONAL EDUCATION AND TRAINING

February 2023 – April, 2024	Culinary School of the CdT Turisme Comunitat Valenciana: <ul style="list-style-type: none"> • Different culinary courses and HACCP (including Michelin Chefs) - 113 hours • Zero waste cooking - 11 hours
February - April, 2024	CdT Turisme Comunitat Valenciana: <ul style="list-style-type: none"> • Menu Engineering – 25 hours • Facebook and Instagram ads for HORECA - 6 hours • Google HORECA: Google solutions for touristic sector (by Diego Coquillat) - 10 hours • Crypto, NFTs and Metaverses for hospitality and tourism (by D. Coquillat) - 10 hours • AI Engineering in Tourism for customer experience and loyalty (by D. Coquillat) - 10 hours
April, 2023	F&Bsim User Training (Russel Partnership Technology)
March, 2023	HBA Certified in Hotel Business Acumen (Revenue Management simulation)
October, 2022	Commerce, Hospitality and Tourism Faculty, Budapest Business School (Hungary) 5 days course "Sustainable Food Innovation" (Erasmus + staff mobility)
October, 2022	Certified Guest Service Professional: Tourism by American Hotel & Lodging Association
February, 2022	REVsim User Training (Russel Partnership Technology)
2018 – 2020	Alexander Musatov School of Restaurant Business: Restaurant Management; Human Resources Management; Restaurant Kitchen Management
2016 – 2017	eTourism: Communication Perspectives, iversity.org
June, 2016	Internship / Gastronomic Workshop, Silesian University, Opava, Czech Republic

Sept - Oct 2015	Erasmus Mundus EFFORT staff mobility, University of Sheffield International Faculty, CITY College, Thessaloniki, Greece
Oct – Dec, 2014	Effective marketing, Yaroslav Trofimov School of Advanced Marketing
May, 2012	Advanced training in the Institute of Hotel Business, Prague, Czech Republic: "Organization of Hotel and Restaurant Business in Europe"
May, 2013	
May, 2010	Advanced training in Kyiv University of Tourism, Economics and Law: "New Technologies in Tourism Business"
October, 2010	Internship in Plovdiv University of Food Technologies (Bulgaria), Hotel and Restaurant Business Department - "Trends of Training in Restaurant and Hotel Industries"
October, 2009	Advanced training in the Pesotski Institute of Law and Management Systems, Kyiv (Ukraine): "Organizing the Restaurant Business"

PERSONAL SKILLS

LANGUAGE SKILLS	Mother language - Ukrainian, Russian Foreign language - English (Fluent), Spanish (Basic), Portuguese (Basic)
JOB-RELATED SKILLS	Theoretical and practical knowledge of all restaurant management aspects. More than 10 years of the restaurant consulting, operation management, development and promotion of new restaurants, as well as teaching and training in the field of the hospitality.
COMPUTER SKILLS	<ul style="list-style-type: none"> • SMM (Social Media Marketing); • Digital Marketing / Web Design / SEO; • Graphic Design / Photoshop / Corel Draw;
PUBLICATIONS	<p>More than 100 scientific publications including 6 books, as follows:</p> <ul style="list-style-type: none"> • Fedosova, K. (2022). Development of an effective restaurant menu. Research and recommendations. Technology Audit and Production Reserves, 1(4(63). • Fedosova, K. (2022). Use of information and communication technologies in restaurant business during the covid-19 pandemic. Economy and Society, (35). • Fedosova, K. (2021). Influence of design and presentation of restaurant dishes on customers. Economy and Society, (34). • K. Fedosova, N. Sorokina, O. Chmura (2018) "Branding the city of Odessa as a sustainable tourist destination", TES, Odessa, 96 p. • K. Fedosova, A. Sorokina (2016) "Gastronomy Tourism: typology with accent on Ukraine and Odessa region", TES, Odessa, 96 p. • K. Fedosova and O. Dyshkantyuk Information Technology in the hotel and restaurant business, Textbook, Odessa: TEC, 2012, - 193 c.
INTERESTS	Culinary Art, Gastronomic Tourism, Psychology, Graphic Design, AI and Digital Marketing
ADDITIONAL INFORMATION	<ul style="list-style-type: none"> • Coordinator of the "Consulting Center of Hotel and Restaurant Business" (ONTU); • Author of the HR-box (web portal for employment of graduates in HoReCa and Tourism); • CEO / partner of the restaurants #HUNGRY (2017-2018) and Bloom (2020-2021) • Consulted more than 30 restaurants and hotels on improving management; • During 3 years worked as a project manager in McSyn Design Studio and BHI Design Studio • A member of the International CHRIE, La Fondation pour la Formation Hôtelière, Ukrainian South Chef Association and a number of other organizations in the field of Hospitality and Tourism.