



Natalie Toufexis

On a mission to combine my interests in food, cultural diversity and social responsibility with a business mindset.

work experience

Food and Culture Pop-Up Events Cypriotness Events – Zürich, CH

September 2022 – present

- Co-founder of “Cypriotness,” a culinary exploration of Cypriot culture through **private events and pop-up dinners**.
- Responsible for managing all aspects of event planning, from **concept design** and **menu creation** to execution and delivery of **customer service**.

Food Innovation Hub

Verein DasProvisorium – Zürich, CH

January 2021 – October 2022

- Managing director of DasProvisorium, an association and food innovation hub.
- Lead for all **administrative and operational tasks**, developing a cohesive **business strategy**, and establishing strong relationships with clients and vendors resulting in increased revenue, visibility and growth for the company.

Pop-Up Hotel

Origen Festival Cultural – Riom, CH

May 2020 – September 2020

- Co-manager for the temporary hotel and wine bar “Hotel Frisch” on the premises of a cultural festival in the Swiss mountains.
- Responsible for **concept creation** with a strong focus on regionality and seasonality, **daily operations**, **coordination of vendors and staff**, and guest satisfaction.

education

BSc. International Hospitality Management

EHL Hospitality Business School (ex. Ecole hôtelière de Lausanne)

September 2015– July 2019

Electives: Creating the Future of Food Service, Innovation Management, Brand Storytelling

languages

German	● ● ● ● ●
English	● ● ● ● ●
Greek	● ● ● ● ●
French	● ● ○ ○ ○
Spanish	● ○ ○ ○ ○

technical skills

Adobe InDesign	● ● ● ● ● ○
Procreate (Graphic Design)	● ● ● ● ● ○
Microsoft Excel	● ● ● ● ●
SEO	● ● ● ○ ○



internships

Food Technology & Sustainability

Forward Fooding – London, UK

November 2019 – January 2020

- Responsibilities included content creation, social media management, and assisting with event coordination.
- Contributed to the promotion of the FoodTech 500 list of best companies in Agrifood Technology.

Marketing

Deliveroo Germany – Berlin, DE

February 2018 – August 2018

- Supported the marketing team in developing and executing campaigns, managing partnerships with restaurants and other brands, and creating content for both online and offline channels.

Front Office Department

W Hotel – Hong Kong

February 2016 – August 2016

- Main focus in Concierge department, location scouting, tour and visa arrangements.
- Exposure to one-to-one guest service, successfully building interpersonal and customer service skills and adapting these to guests from different cultures.

other projects

Volunteering – Olive Harvest

Kalamata, Greece

November 2022 – December 2022

- Took part in the olive harvest in Kalamata and learnt about olive farming and olive oil production.

Volunteering – Farming Projects

Brazil, Uruguay

January 2020 – March 2020

- Volunteered at three different farms and learnt about the principles of permaculture, circular agriculture and self-sustenance.

HR Consulting Project

METRO AG and IBC in Lausanne, CH

April 2019 – June 2019

- Created a framework for a training program designed for independent restaurateurs with which they are able to train staff, with the aim of reducing turnover.
- Responsibilities included research and analysis, program development, and implementation.