



Katerina Cronstedt


CEO at Just Add Cooking - Boston magazine's Best of Boston® 2018 - Best Meal-Kit Delivery


Greater Boston Area

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 **Just Add Cooking Inc.**

 **Cornell University**

 **See contact info**

 **500+ connections**

Experienced executive and entrepreneur. Founder of two e-commerce startups in the food and beverage industry. Passionate about disruptive technologies, customer satisfaction and operational efficiency. Doer with a love of spreadsheets and a background in design. Fluent in English, Russian a...

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Experience



Just Add Cooking Inc.

1 yr

-  **CEO**
 Jun 2018 – Present · 4 mos
 Greater Boston Area
-  **Chief Marketing Officer**
 Oct 2017 – Jun 2018 · 9 mos
 Greater Boston Area



Consultant

EF Education First

Mar 2017 – Jun 2017 · 4 mos

Greater Boston Area

Consulted EF Education First, a world leader in education and travel, on one of their international projects. The scope of work included food & beverages consultation and event planning.



Founder, CEO

Bankatering

Dec 2014 – Jan 2017 · 2 yrs 2 mos

Moscow Region, Russian Federation

- Founded the first e-commerce catering company in Moscow as well as an entirely new catering category - express catering.
- Grew revenues to \$1m in the first year
- Created a systematic and streamlined hiring process, hired, trained and managed... [See more](#)



Founder, CEO

Katerina.ru

a.ru

Sep 2013 – Nov 2015 · 2 yrs 3 mos

Moscow, Russian Federation

- Founded the first dinner kit delivery company in Moscow
- Developed proprietary software to manage online orders, staff, production and deliveries
- Delivered over 1000 dinner kits per week
- Successfully sold to a competitor in November 2015... See more

Umaco Management**Umaco Management (Katerina City & Katerina Park hotels)**

6 yrs 1 mo

Katerina City & Katerina Park hotels**Managing Director**

Sep 2008 – Sep 2013 · 5 yrs 1 mo

Moscow, Russian Federation

Managing Director, Hotel Managing Company

- Full responsibility for the performance and management of two 4-star business hotels in Moscow with 360 rooms, with a yearly turnover of \$20M
- Managing all aspects of running the business, incl. the in-house food & beverage ... See more

○

General Manager

Sep 2007 – Sep 2008 · 1 yr 1 mo

Moscow, Russian Federation

General Manager of the Katerina City hotel in Moscow, 120-room 4-star business hotel

- Responsible for all aspects of running the hotel incl. food and beverage, front desk, housekeeping, conference facilities, sales and marketing.
- Increased efficiency and profitability by consolidating from 190 to 110 employees ... See more

[Show 5 more experiences](#) ▼**Education**Cornell University**Cornell University**

Certificate, Hospitality Management

2008 – 2009

Launch Gurus Startup Academy**Launch Gurus Startup Academy**

Startup Academy 5, Entrepreneurial and Small Business Operations

2014 – 2014

London College of**London College of Fashion**

Bachelor's Degree, Women's wear Fashion design

2002 – 2004

[Show 4 more education](#) ▼**Volunteer Experience**Jeremiah Program**Volunteer**

Jeremiah Program

Jun 2017 – Present · 1 yr 4 mos

Poverty Alleviation

Jeremiah Program offers one of the nation's most successful strategies for transforming families from poverty to prosperity two generations at a time.

Currently I am recording a podcast series to raise awareness of the Jeremiah Program Boston chapter.

Mentor Sverige**Mentor**

Mentor Sverige

Sep 2015 – Mar 2016 · 7 mos

Children

9/21/2018

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Being a work mentor is about sharing your story to inspire youths in 8th and 9th grade about entrepreneurship and possible career paths. That there is seldom a straight line, but that passion, curiosity and hard work can take you anywhere.

Skills & Endorsements

Hotels · 39

☐ Endorsed by David Jenkins, who is highly skilled at this

☐ Endorsed by 2 of Katerina's colleagues at Umaco Management (Katerina City & Katerina Park hotels)

Hospitality Industry · 34

☐ Endorsed by 2 of Katerina's colleagues at Umaco Management (Katerina City & Katerina Park hotels)

Hotel Management · 31

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