

## **Giuseppe G.B. Pezzotti**

School of Hotel Administration  
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### **Education**

MPS/MMH, Cornell University, School of Hotel Administration, 1996.

BS, Cornell University, School of Hotel Administration, 1984.  
Major: Hotel and Restaurant Management

Diploma, Italian Hotel School, Viareggio, 1971.

### **Professional Development**

Industry Engagement, "Icon and Innovator Awards/Dinner." (July 7, 2016 - July 8, 2016).

Industry Engagement, "Philadelphia and New Jersey Cornell Hotel Society," Philadelphia, PA.  
(June 9, 2015 - June 10, 2015).

Industry Engagement, "Icon and Innovator Awards/Dinner." (June 2, 2015 - June 3, 2015).

Industry Engagement, "Icon and Innovator Awards/Dinner," New York, NY. (June 3, 2014 - June 5, 2014).

Moderator, "Panel of Restaurant Entrepreneurs," NYC Cornell Society Chapter, New York, NY.  
(August 2013).

Industry Engagement, "Boston Hotel Society," Boston, MA. (April 3, 2013 - April 4, 2013).

Industry Engagement, "Meetings with Alumni/Development Prospects," New York, NY. (February 18, 2013 - February 19, 2013).

Conference Attendance, "11th Innovation Network in LA," Los Angeles, CA. (January 20, 2013 - January 22, 2013).

Industry Engagement, "During my roadshow trips I interact with multiple industry professionals from different segments of the industry.." (2012).

Interacted with industry leader during my trip to New York City and locally for my HA4401 Restaurant Entrepreneurship's class. (2012).

Conference Attendance, "Cornell Society of Hotelier Road Show," Philadelphia/Chicago, PA/IL.  
(December 3, 2012 - December 5, 2012).

Conference Attendance, "CHS Reception and Alumni Meeting," New York, NY. (November 11, 2012 - November 13, 2012).

Industry Engagement, "Meet with Chuck Feeney," New York, NY. (October 5, 2012 - October 6, 2012).

Industry Engagement, "Development prospect meeting," New York, NY. (June 20, 2012 - June 21, 2012).

Industry Engagement, "Cornell Icon Industry Awards Dinner," New York, NY. (June 4, 2012 - June 6, 2012).

Industry Engagement, "Meeting with Sp 2012 Guest Chefs," New York, NY. (January 29, 2012 - January 30, 2012).

Conference Attendance, "Italy Restaurant Show." (November 2003 - 2011).

Conference Attendance, "Rimini Fair 2011," Rimini. (November 24, 2011 - November 28, 2011).

Conference Attendance, "COTELCO Executive Development Program," New York, NY. (November 6, 2011 - November 7, 2011).

Conference Attendance, "Faculty Road Show at the CHS Los Angeles Chapter," Los Angeles, CA. (July 16, 2011 - July 18, 2011).

Industry Engagement, "Icon/Innovator of the Year Awards dinner," New York, NY. (June 6, 2011 - June 8, 2011).

Book Chapter, "School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice, The Essence of Hospitality and Service," School of Hotel Administration, Ithaca, NY. (2010).

Interacted with industry leader during my trip to New York City and locally for my HA4401 Restaurant Entrepreneurship's class. (2010).

Industry Engagement, "Icon of the year's awards dinner," New York, NY. (June 8, 2010 - June 9, 2010).

Industry Networking. (2008 - 2009).

Conference Attendance, "New York Hotel Show." (2002 - 2009).

Conference Attendance, "Rimini Fair 2009," Rimini. (November 21, 2009 - November 24, 2009).

Industry Engagement, "Cornell Icon of the Industry Awards Dinner," New York, NY. (June 2, 2009 - June 3, 2009).

Conference Attendance, "CHA Alumni Chapter Road Show," Chicago, IL. (December 13, 2008 - December 14, 2008).

Conference Attendance, "Rimini Fair 2008," Rimini. (November 22, 2008 - November 26, 2008).

Conference Attendance, "California Wine Experience." (October 2008).

"California Wine Experience," New York, NY. (October 16, 2008 - October 18, 2008).

Presenter, "Tour of Hospitality Delegates," Department of Commerce Hotel Management Group, Ithaca, NY. (May 17, 2008).

Industry Networking. (2007).

Conference Attendance, "National Restaurant Show." (2006).

Media Contribution - Entrepreneur Magazine, "The Right Stuff: The Making of an Entrepreneur." (2006).

Presenter, Council of Chefs Food Service Management, USDA in conjunction with the College of Agriculture and Life Sciences at Cornell University, Ithaca, NY. (2006).

Media Contributions. (2004 - 2005).

Intellectual Contribution - Book Foreward, "The Art of Service." (2004).

Conference Attendance, "Italy Restaurant Show." (2003 - 2004).

Conference Attendance, Houston's Restaurant MIT Conference. (2003).

Conference Attendance, Houston's Restaurant MIT Conference. (2002).

## **Awards and Honors**

Ted Teng '79 Dean's Teaching Excellence Award, School of Hotel Administration, Cornell University. (May 2011).

Quill and Dagger Society-Induction as honorary member (Spring 2017).

## **TEACHING**

### **Teaching Experience**

#### **Cornell University**

HADM 1360 Introduction to Food Service Operations

HADM 305, Restaurant Management.

HADM 332, Reviewing the Restaurant: The Consumer's View of the Dining Experience.

HADM 334, Wine and Food Pairing Principles and Promotion.

HADM 3350, Restaurant Management.

HADM 401, Restaurant Entrepreneurship.

HADM 403, Specialty Food and Beverage Operations: Guest Chefs.

HADM 4301, Restaurant Entrepreneurship.

HADM 431, Wine and Food Pairing Principles and Promotion.

HADM 4310, Wine and Food Pairing Principles and Promotion.

HADM 4330, Specialty Food and Beverage Operations: Guest Chefs.

HADM 437, Anheuser Busch Seminar in Quality Brewing and Fine Beer.

HADM 4370, Seminar in Quality Brewing and Fine Beer.

HADM 4401, Restaurant Entrepreneurship.

HADM 4403, Specialty Food & Beverage Operations: Guest Chefs.

HADM 4430, Introduction to Wines.

HADM 4431, Wine and Food Pairing Principles and Promotion.

HADM 4437, Anheuser Busch Seminar in Quality Brewing and Fine Beer.

HADM 530, Anheuser Busch Seminar in Quality.

HADM 6301, Restaurant Entrepreneurship.

Other, Course Release.

## **Executive Education**

### **Executive Education, School of Hotel Administration, Cornell University**

Hotel Site Visits, Strategy for Hospitality Leaders. COTELCO.  
Executive Education Program  
(April 23, 2016).

Iconic Hotels of NYC, USFQ Master Class in NYC. Universidad San Francisco de Quito.  
Executive Education Custom Program  
(March 30, 2015 - March 31, 2015).

Hotel Site Visits, Cotelco Senior Seminar on Strategic Marketing and Distribution. Cotelco.  
  
(November 7, 2011).

Hotel Site Visits, Cotelco Senior Seminar on Strategic Marketing and Distribution. Cotelco.  
  
(May 26, 2010).

New York City Site Visit: Hotel & Foodservice Operations, PDP (Professional Development Program). The School of Hotel Administration, Cornell University.  
  
(July 13, 2009 - July 17, 2009).

Hotel Site Visits, Cotelco Senior Seminar on Strategic Marketing and Distribution. Cotelco.  
  
(May 27, 2009).

New York City Site Visit, PDP (Professional Development Program). School of Hotel Administration, Cornell University.  
  
(July 14, 2008 - July 18, 2008).

Las Vegas Site Visit, PDP (Professional Development Program). School of Hotel Administration, Cornell University.  
  
(June 21, 2008 - June 24, 2008).

New York City Site Visit: Hotel & Foodservice Operations, PDP (Professional Development Program). The School of Hotel Administration, Cornell University.  
  
(July 16, 2007 - July 20, 2007).

Restaurant Development & Marketing Part II, HIROSE School. HIROSE.  
  
(July 10, 2007).

Restaurant Development & Marketing Part I, HIROSE School. HIROSE.  
  
(July 9, 2007).

Food Service Group of Germany, Executive Education program  
  
(1997 - 1999).

Autogrill Executives.

Executive Education program for the second largest food service company in Europe (1995 - 1998).

An Executive Education Program for Professional Chefs. Cornell University and the French Culinary Institute's Conclave of Masters.

Program Assistant and Lecturer. Cornell University and the French Culinary Institute's Conclave of Masters: An Executive Education Program for Professional Chefs. (January 8, 1995 - January 13, 1995).

## **Directed Student Learning**

Directed Individual/Independent Study, School of Hotel Administration. (December 2013).  
Advised: Aaron Yang

Directed Individual/Independent Study, School of Hotel Administration. (May 2013).  
Advised: Audrey Locke

## **RESEARCH**

### **Published Intellectual Contributions – Other Publications**

#### **Book Chapter**

Pezzotti, G. G. (2011). The Essence of Hospitality and Service. *The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice* (vol. Chapter 2). Ithaca, NY: School of Hotel Administration, Cornell University.

#### **Commentary**

Pezzotti, G. G. (2011). Wow Factor. *Kiss, Bow, or Shake Hands: Sales and Marketing* (pp. 126-128). New York, NY: McGraw Hill.

#### **Quoted in Kiss, Bow, or Shake Hands: Sales and Marketing**

Pezzotti, G. G. (2011). Just as you can be a connoisseur of wine, Kiss, Bow or Shake Hands: Sales and Marketing can help make you a connoisseur of cultures, philosophies, business behaviors and social practices. Read it not just for work, but for the human side as well. *Kiss, Bow, or Shake Hands: Sales and Marketing* (pp. Back Cover). New York, NY: McGraw Hill.

### **Presentations Given**

Pezzotti, G. G., Business Etiquette Dinner for MMH Students. (December 2016).

Pezzotti, G. G., Chapter Meeting, "Food and Wine Pairing," Alumni Philadelphia New Jersey Chapter, Citizen's Bank Park, Philadelphia, PA. (June 2015).

Pezzotti, G. G., Presentation at the Cornell Club, "How to Review a Restaurant," Cornell Club, New York City, NY. (June 2014).

Pezzotti, G. G., Presentation for Parent's Weekend at the University, "sharing with parents about mentoring and advising students," Cornell University, Marriott Conference Center, Ithaca, NY. (April 2014).

Pezzotti, G. G., Rimini Fiera/Fair, "Surviving in a Down Economy," Sia Guest, Rimini, Italy. (November 26, 2011).

Pezzotti, G. G., Presentation at Mezze Restaurants, "Food and Wine Pairing," Cornell Hotel Society, Los Angeles, CA. (July 17, 2011).

Pezzotti, G. G., Business Etiquette Dinner for Delta Upsilon Fraternity. (2007).

Pezzotti, G. G., Council of Chefs Food Service Management, USDA in conjunction with the College of Agriculture and Life Sciences, School of Hotel Administration, Cornell University. (2007).

Pezzotti, G. G., Dining Etiquette presentation for ARAMARK. (May 2007).

Pezzotti, G. G., Formal Etiquette Dinner for Dean Johnson and Family. (April 2007).

Pezzotti, G. G., Motivational Presentation to HEC 82 Board of Directors. (April 2007).

Pezzotti, G. G., Formal Etiquette Dinner for Wells College, Aurora, NY. (March 2007).

Pezzotti, G. G., Italy Restaurant Show, Rimini, Italy. (November 2004).

Pezzotti, G. G., Italy Restaurant Show, Rimini, Italy. (November 2003).

Pezzotti, G. G., Houston's Restaurants' MIT Conference, Napa Valley. (January 2003).

Pezzotti, G. G., 11th Pan American Les Chefs d'Or Congress, Panelist Educational Forum, Las Vegas. (June 2002).

Pezzotti, G. G., Restaurant Management lecture to a graduate class at the Ecole Hoteliere de Lausanne, Switzerland, Switzerland. (June 2002).

Pezzotti, G. G., 80th Annual Conference of the Association of College Unions International (ACUI), "Conducted sessions on the integral relationship between profitability and food and beverage control, and a best practices session in food and beverage service," Marriott Sodexo, New York City. (March 2000).

Pezzotti, G. G., Workshop in F & B Management and Tableside Cookery, Legend Hotel, Kuala Lumpur, Malaysia. (August 1996).

Pezzotti, G. G., Restaurant Operations and Management, Legend Hotel, Kuala Lumpur, Malaysia. (June 1996).

Pezzotti, G. G., International Hospitality Conference '95, "Trends of the Millennium," Cornell International Hoteliers Association, Ithaca, NY. (February 1995).

Pezzotti, G. G., Cornell Society of Hotelmen, Baltimore/Washington Chapter, "Wine Tasting Presentation." (June 1994).

Pezzotti, G. G., United Europe Planet Tourism, Courmayeur Valle d'Aosta, "Hotel Ratings in the United States." (January 1994).

Pezzotti, G. G., "Managing Dining Room Service," Isrotel Hotels, Eilat, Israel. (January 1993).

Pezzotti, G. G., Second Annual European Meeting on Hotel Design, "Restaurant Management and Styles of Service," Rimini, Italy. (November 1992).

- Pezzotti, G. G., International Restaurant Marketing Symposium, IBM. (February 1992).
- Pezzotti, G. G., International Restaurant Marketing Symposium, IBM. (September 1991).
- Pezzotti, G. G., "Multicultural Training," Expohotel, Florence, Italy. (1989).
- Pezzotti, G. G., Visitor Industry Skills Training and Tourism Awareness, Guam Community College. (1989).
- Pezzotti, G. G., "Industry Etiquette," Dupont Hotel Group (invited by Dave Pollin), Wilmington, DE (2019).

## **Media Contributions**

### **Magazine**

- Nikkei. Interview regarding how the F & B class HA3350 operates. (April 30, 2015).
- Robb's Report. Hotel Ratings (December 2011).

### **Newspaper**

- Pittsburgh Newspaper. Service Interview (June 30, 2016).
- New York Times. Interview about the new trend of Kombrewcha tea and beer trends. (January 21, 2015).
- Daily Penn. University of Pennsylvania (December 1, 2013).

## **SERVICE**

### **School of Hotel Administration Service**

- Committee Member, Helped out the committee for the Icon of the Year Award. (June 2009 - Present).
- Committee Member, Master Advisor. (2005 - Present).
- Committee Member, R. C. Kopf Student Achievement Scholarship Award Committee. (2003 - Present).
- Courtesy Reservations for School Administration. (2002 - Present).
- Distinguished Lecture Series Speakers. (2002 - Present).
- Guest Speaker for other Faculty. (2002 - Present).
- New Faculty Development. (2002 - Present).
- Committee Member, UG Admissions Interview Team. (2002 - Present).
- Helped the School receive donations for the Food and Wine Pairing Class, Guest Chefs, and HEC. (1986 - Present).

Committee Member, Cornell Hotel Society. (1984 - Present).

Committee Member, HEC Advisory Committee. (2002 - June 30, 2018).

SHA Friend, Visit a prominent alum January and June. (2016).

Committee Member, Faculty Personnel Committee (Appt Reviews, Faculty Searches, Tenure committees). (2002 - June 30, 2016).

Escorted the writer of the Nikkei Magazine from Japan when she visited SHA and explained how HA3350/Establishment operates. (April 2015).

Presenter, Two etiquette and protocol presentations for MMHers and the Baker Program in Real Estate. (2014).

SHA Friend, Visit a prominent alum monthly in New York City and San Francisco. (November 2010 - 2014).

Cornell Hotel Society Roadshow - Presented "How to Review a Restaurant" at the Cornell Hotel Society Chapter in Philadelphia, PA and Chicago, IL. (December 2012).

Alumni Affairs - Met with a prominent donor two times throughout 2012. (June 2012 - December 2012).

New York Hotel Show - Attended MMH receptions and Alumni receptions. Met with Restaurant owners per Meg Keilbech. (November 2012).

Under the advice of Dean Johnson I escorted the HEC Board on the trip to Buffalo to meet with Richard Fors, Mayor Byron Brown, Surrogate Judge Barbara Howe (Cornell Alumn), NYS Senator Tim Kennedy, Congressman Brian Higgins, NYS Senator Patrick Gallivan, Mark Croce and Robert Knoer and toured the Statler Hotel in Buffalo. (September 2012).

Cornell Hotel Society Roadshow - Presented "How to Review a Restaurant" at the Cornell Hotel Society Chapter in Dallas, TX and Denver, CO. (July 2012).

Assisted Jon Denison, Meg Keilbech, and Joe Strodel - Helped out with the ICON dinners in New York City. (June 2012).

Help students with full-time jobs and internships around the world. (2011).

Attendee, Meeting, Advisor for the "Women in Hospitality", SHA Initiative to Celebrate, Recognize and Inspire Accomplishments. (September 12, 2011).

School Representative, Cornell Hotel Society Alumni Roadshow. (July 17, 2011).

Attendee, Meeting, Advisor for the "Women in Hospitality", SHA Initiative to Celebrate, Recognize and Inspire Accomplishments. (July 12, 2011).

Attendee, Meeting, Advisor for the "Women in Hospitality", SHA Initiative to Celebrate, Recognize and Inspire Accomplishments. (January 2011).

Formal Etiquette Dinner for Dean Johnson and Family. (April 2007).

Motivational presentation to HEC 82 Board of Directors. (April 2007).



Committee Member, Ad Hoc Operations Concentration Committee. (2005 - 2006).

Provided a luncheon regarding "Etiquette" to the JCB community sponsored by the Staff Enrichment Series (Fall 2017).

Presenter and participant in the Entrepreneurship Bootcamp for Veterans with Disabilities (Fall 2018).

Assisted with the recruitment of speakers for the Dean's Distinguished Lecturer Series. (Fall 2019).

Presented a program regarding "Etiquette" to the current MMH class. (Spring 2019)

## **University Service**

Cornell Alumni Federation Speaker Series Program. (2002 - Present).

Member, Cornell Hotel Society. (2002 - Present).

Honorary Member, Quill & Dagger Society. (2016).

Presenter, Etiquette and Protocol Session for the Law School. (2015).

Dinner Etiquette and Restaurant for Professor Gravani and Students. (2008 - 2014).

Invited Speaker, Presented at Parent's Weekend. (April 2014).

Met several times with Theresa Salameno providing advice and insight on topics of etiquette and protocol. (May 2012 - December 2012).

Met with a major donor Larry and Theresa Salameno and Joe Pesaresi from Day Hall. Also attended my class as a visitor. (September 26, 2012).

Beer Tasting for Dormitory. (March 2011 - April 2011).

Presentation in Reviewing Restaurants. (2008).

Presenter, Cornell Faculty Roadshow. (December 9, 2008).

Business Etiquette Dinner for Delta Upsilon Fraternity. (2007).

Dinner Etiquette and Restaurant for Professor Gravani and Students. (2007).

Master of Ceremony, Induction of Ali Kasicki and Wolfgang Puck into the Cornell Hotel Society in Los Angeles, CA. (2007).

Presentation on Dining Etiquette and Manners Matter for the Department of Food Science at Cornell University. (2007).

Protocol & Etiquette Presentations. (2002 - 2007).

Speaker, Cornell University Faculty Speaker Program. (2006).

Speaker, Faculty Speaker Program for Cornell Club chapters throughout the United States. (1996 - 2006).

Speaker, Cornell University Faculty Speaker Program. (2004).

Speaker, Cornell Alumni Federation Speaker Series Program. (2003).

Keynote Speaker, Cornell Hotel Society Leadership Summit II in Orlando, FL with Emeritus Dean Robert Beck. (2003).

Wine Tasting for the Florida Cornell Hotel Society Chapter sponsored by Charmer Industries. (September 2003).

Speaker in Korea, Japan and India, Cornell Hotel Society. (2001).

Speaker in Bali, Tokyo, Hong Kong, Malaysia, and Bangkok, Cornell Hotel Society. (2000).

Trained Cornell University President Rawlings' staff on service, etiquette, and protocol. (1998).

Provided a luncheon regarding "Etiquette" to the Transportation Department at Cornell. (Fall 2018).

## **Professional Service**

Dining Etiquette presentation for ARAMARK. (2007).

Formal Etiquette Dinner for Wells College, Aurora, NY. (2007).

United States Department of Agriculture (CALs). (2007).

SABIT Group Program. (2006 - 2007).

Advisor, Hotel Technology A.A.S. Degree Program at Tompkins Cortland Community College. (2002 - 2007).

## **Public Service**

Support and Donations for Animal Causes. (2016).

Program Coordinator, Freeville Girl Scout Troop. (2002 - 2005).