

IN MY VIEW

# "When we do our job it is a source of immense satisfaction"

Marco Amatti FCSI is director general of MAPA Assessoria in São Paulo, Brazil. He talks to Michael Jones about his career so far

**Q What are your current projects?**

**A** Cantina e Pizzaria Castelões in São Paulo, Brazil. It is the oldest pizzeria in Brazil – it was founded in 1924 – and Esquina Grill do Fuad in São Paulo. It's 50 years old and a traditional *boteco* (a friendly neighborhood bar with music).

**Q What kind of work do you specialize in?**

**A** I'm a MAS (Management Advisory Services) consultant. I specialise in structuring, restructuring and rescuing companies in the foodservice market, specifically restaurants, bars, bakeries and related operations. We provide feasibility analysis, concepts and strategic planning as well as reorganization of production, finances, regulatory orientation and food safety programs. Human resources, team building, training and educational programs are also part of our product portfolio.

**Q What do you enjoy most about your profession?**

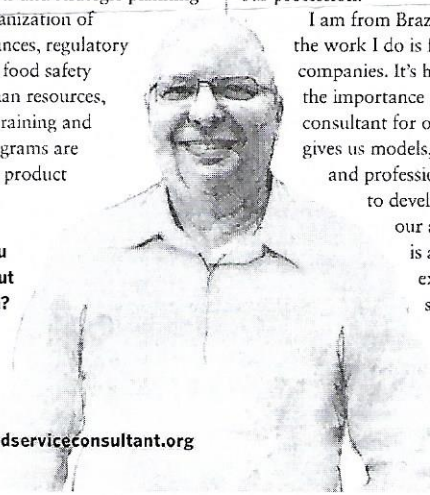
**A** All the challenges we face, solutions

that we must provide and the continuous learning are the best things about our profession. When we do our job it is a source of immense satisfaction.

**Q What does being an FCSI mean to you? Why is it important?**

**A** I read a wonderful article by Ruby Parker Puckett FFCSI in the last edition of *Foodservice Consultant* about 10 qualities an MAS consultant needs to possess in order to be successful [*What underpins MAS? Foodservice Consultant Americas Edition, Q4 2015*] and that showed how important FCSI is to our profession.

I am from Brazil, and most of the work I do is for Brazilian companies. It's hard to explain the importance of a foodservice consultant for our market. FCSI gives us models, an ethics code and professional standards to develop and promote our activities. There is also a knowledge exchange regarding similar issues and solutions in the world to provide us with



opportunities to move on. Being part of FCSI is to be part of this construction.

**Q What are the biggest challenges FCSI members are facing right now?**

**A** As a member from Latin America, the following are huge objectives to FCSI: promoting more education; a focus on reducing the lack of diversity; handling language and cultural barriers, building a brand recognition; disseminating the members' ethics attitude; competency and professionalism; and sustainable growth.

**Q What are your goals for the rest of the year?**

**A** My country is going through a bad moment, both economically and politically, but it is opening up a lot of opportunities to be better and our own outlook is awesome. This year MAPA Assessoria will have more projects that we have already negotiated, especially in restructuring. I also would like to contribute more to FCSI since I am now serving on the board of trustees for the FCSI - The Americas Division as the Latin America trustee.

**Q What achievements in your career and personal life are you most proud of?**

**A** Helping and educating people, preserving jobs and promoting health are all consequences of my work. Those points gave us a solid reputation and I'm proud of that. In my personal life, I became a father just six years ago, and I'm still proud and grateful for that.

**Q What interests do you have away from the office?**

**A** Judo, sports in general, books, documentaries, music and playing with my son. I just adore spending time with my wife Adriana and my son Jorge. ■

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