



Sonia Marceca

Consultant



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Europe



Milan



Italian, English, Spanish, French



areas of expertise:

feasibility studies
valuations + appraisals

Sonia Marceca joined the PKF hospitality group in 2017 and is based in Milan. In her present role as Consultant, her consulting activities include feasibility studies, valuations as well as marketing & events activities primarily in Italy and the Mediterranean region.

Before joining the PKF hospitality group, Sonia worked for R&D hospitality for almost two years where she performed similar activities to her present ones, while also being involved in strategic advisory services for a hotel start up, Sonia also gained hotel operational experience while conducting various internships in four-star hotels in the reservations, accounting and marketing & sales departments.

Sonia has a master's degree in Tourism Management from Università Cattolica del Sacro Cuore in Milan. The subject of her thesis focused on the valuation of hotel investments. In March 2021 she gained her bachelor's degree in business administration. In order to maintain her ties with academia, she is presently acting as a teaching assistant of an accounting course at her alma mater. She is responsible for exercise courses in management control simulations, study and analysis of case histories related to companies operating in the tourism sector.