



Luca Dan Cerretani

Director | Head of Italy



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Europe



Milan



English, Italian

areas of expertise:



asset management
feasibility studies
concepts + brands

Luca joined PKF hospitality group in 2022 and is based in Milan, Italy. In his present capacity as a Director – Head of Italy, his consulting activities include feasibility studies, valuations and asset management primarily in countries throughout Europe.

Prior to joining PKF hospitality group, Luca worked for 13 years in revenue management for independent and branded luxury hotels in Italy where he developed his expertise in forecasting, market analysis and operations. Luca was also involved in numerous rebranding projects throughout Italy with different hotel brands. Luca has a bachelor degree from the Cornell University School of Hotel Administration in Ithaca, NY.

Luca is an active member of the Cornell Hotel Society alumni network in the AlpAdria Chapter. Luca teaches Revenue Management courses at the University of Bari.