



# KEYNOTE SPEAKER

**+35 Million Views Social Media**  
**+ 7k Companies**  
**43 Countries**  
**2 Books**



**DIEGO F.PARRA P.**  
Creator Methodology Masterrestaurant  
[WWW.MASTERRESTAURANT.COM](http://WWW.MASTERRESTAURANT.COM)

## KEYNOTE SPEAKER

SPECIALIZED TALKS AND WORKSHOPS RESTAURANTS AND GASTRONOMIC BUSINESSES

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SPECIALIZED TALKS AND WORKSHOPS RESTAURANTS AND GASTRONOMIC BUSINESSES

Service includes:	<b>Specialized talk and keynote, bootcamp or workshop: restaurants and gastronomic businesses, business model</b> based on restaurant business model canvas and masterrestaurant methodology, growth of successful restaurants, HORECA, hospitality, and gastronomic businesses.			
Estimated duration	20Min-1h aprox.	1-2h aprox.	2-3h aprox.	4h aprox.
<b>Talk Event/Keynote</b> <b>Internacional virtual or face-to-face</b> <b>Americas</b> \$USD	From USD 12.500 + Travel expenses & per diem (USD 5.500)	From USD 15.500 + Travel expenses & per diem (USD 5.500)	Not available	Not available
<b>Talk Event/Keynote</b> <b>Internacional face-to-face</b> <b>Europe, Asia, Africa and Oceania</b> \$USD	From USD 15.500 + Travel expenses & per diem (USD 13.500)	From USD 20.500 + Travel expenses & per diem (USD 13.500)	Not available	Not available
<b>Workshop</b> <b>Internacional face-to-face</b> <b>Americas</b> \$USD	Not available	From USD 25.500 USD + Travel expenses & per diem (USD 13.500)	From USD 35.500 USD + Travel expenses & per diem (USD 13.500)	Not available
<b>Workshop</b> <b>Internacional face-to-face</b> <b>Europe, Asia, Africa and Oceania</b> \$USD	Not available	From USD 35.500 USD + Travel expenses & per diem (USD 18.500)	From USD 40.500 USD + Travel expenses & per diem (USD 18.500)	Not available
<b>Specialized bootcamp</b> <b>Internacional face-to-face</b> <b>Americas</b> \$USD	Not available	Not available	Not available	From USD 45.500 USD + Travel expenses & per diem (USD 13.500)
<b>Specialized bootcamp</b> <b>Internacional face-to-face Europa,</b> <b>Asia, Africa &amp; Oceania</b> \$USD	Not available	Not available	Not available	From USD 45.500 USD + Travel expenses & per diem (USD 18.500)
<b>Events/Workshop/Bootcamps</b> <b>TAILOR MADE</b> \$USD	Upon Request			
<b>Specific date and theme</b>	To be determine			
<b>Payment Method:</b>	100% anticipated. To agree			
<b>Notes:</b>	Internacional: Payment Link or Paypal <b>Does not include recordings, printed material, or others not mentioned in the proposal.</b> <b>If you want to quote in another currency or a product/service, please write to us at <a href="http://www.masterrestaurant.com">www.masterrestaurant.com</a> or <a href="mailto:info@masterrestaurant.com">info@masterrestaurant.com</a></b>			
<b>Gift</b> All participants will receive:	<b>Digital Toolkit</b> (Kit of digital tools to implement methodology)			



# PROFESSIONAL PROFILE

## ENG. DIEGO F. PARRA.

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DIEGO F.PARRA P.

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COL +57 3187357790  
ENG.DIEGOPARRA@GMAIL.COM  
WWW.MASTERRESTAURANT.COM

30 OCT 2024, COLOMBIA  
VALID UNTIL:

Eng. Diego F Parra specializes in accelerated growth of successful business models for companies and Startups, Growth Hacking, Strategic Digital Marketing Management, Product Strategy & Digital Transformation among others.

He is the creator of the Masterrestaurant methodology used in more than 43 countries by more than 5,500 companies. He has achieved growth from zero to 135,000 international subscribers of his own digital products in less than two years, growth between 2X-20X in own and advised startups. He has participated in company teams of different sizes from small to companies of tens of millions of dollars.

Studies at different universities around the world including Stanford University, EUDE, UNAB, UPB and digital training at companies such as GOOGLE, FACEBOOK among others. Author of the book “Succeed or Die in the attempt” and hundreds of published articles. He has visited more than 16 countries for business purposes.



**Author PODCAST** “Mas-  
terrestaurant - Errores  
para restaurantes y nego-  
cios gastronómicos”  
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**Author PODCAST**  
“Narraciones por el mun-  
do - Nómadas Digitales en  
Familia”  
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**Author Udemty Curso**  
**43 Countries** “Mas-  
terrestaurant - Crear y  
potenciar restaurantes  
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en Familia?”  
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**Author Book**  
“De esclavo a Dueño  
- tome el control y  
maximice el éxito  
de su Restaurante”-  
2023  
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**Author Book**  
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**CV**  
[HTTP://TINY.CC/CVDFP](http://TINY.CC/CVDFP)

**ANNEXES:**  
[HTTP://TINY.CC/CVDFP\\_ANEXOS](http://TINY.CC/CVDFP_ANEXOS)

**DIEGO F PARRA**  
CMO INTERNACIONAL