



**EVANS + AYERS**

SINCE 1881



## **Roberto Cardone**

### **Director**

### **Retail Strategy**

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#### **Business Experience:**

- Co-founding partner of CIBO Ristorante Pasticceria in 1996
- Co-founded Italian coffee bar concept - CIBO Espresso
- Co-founded SPQR Holdings, a Commissary Kitchen to supply CIBO Espresso stores and Food retailers nationally with Pastries, Cakes, Savoury Foods, Gelato and Coffee
- Grew CIBO Espresso to an annual turnover of \$30 million with 22 franchises
- Grew SPQR Holdings Pty Ltd to an annual turnover of \$8 million
- Sold CIBO Espresso franchise business to Private Equity in 2014
- Founder of multiple casual dining restaurants
- Co-founded Cucina Classica supermarket range of take home products
- Co-founder/Director of The Apothecary 1878 Wine Bar Restaurant
- Retail and Brand Advisor

#### **Other:**

- Retail Strategy Consultant at Flinders University
- Impact Awards Ambassador
- Member of The Australian Institute of Company Directors
- Former Vice President of the Restaurant Association

In his 30 years as a business creator, hands on operator and brand developer, Roberto has become a visionary in his field with deeply-researched and expertly-filtered insights into how a place should look, the atmosphere it evokes and how communities are engaged.

Roberto's most valuable lessons were learned through the vested interest he had in the start up and operation of his own business ventures. It was here where the driving force was not just about making or breaking a business, it was FEELING the business and understanding inherently what customers wanted.

Through close collaboration with his clients, Roberto takes a good idea and teases it out, explores its potential, gives it legs and takes it to scale (or sale).

#### **Areas of Expertise**

- Business and Retail Strategist and Vision
- Project Curation and Activation
- Business Mentoring
- Concept and Design
- Branding and Marketing
- Retail Site selections
- Lease negotiator
- Franchisor Management and Vision
- Franchisee selection