



## Diego Masciaga

### Master of Customer Service

*"To influence and encourage people to approach everything they do with the right attitude and positive mind."*

With a career spanning 45 years in hospitality around the world, 30 consecutive years were spent managing a 3\* Michelin restaurant and hotel, where he served global leaders, royalty and film stars. He was awarded the Cavaliere Ordine al Merito della Repubblica Italiana for his services to the hospitality and catering industry. He is also the third ever recipient of the Grand Prix de L'Art de la Salle.

#### TOPICS:

- Customer Service Excellence
- Teamwork
- Leadership
- Motivation

#### LANGUAGES:

He presents in English, French and Italian.

#### PUBLICATIONS:

**2014** The Diego Masciaga Way:  
Lessons from the Master of  
Customer Service

#### IN DETAIL:

Diego's customer service knowledge and advice has proved inspirational for thousands in the hospitality and catering industry. Director and General Manager of The Waterside Inn, he has been working with the prestigious Roux family for the last 34 years. In the corporate world for the last three years, he has assisted in the training of British Airway's First Class Purser's and helped them to develop their skills in Service and Customer Care. For his work he has been widely recognised with numerous international awards.

#### WHAT HE OFFERS YOU:

Diego shares with audiences 'the Diego Masciaga way of Service' which is the result of the skilled understanding of every individual customer and the on-going recognition of and speedy response to their ever-changing needs, combined with the application of technical skills and the management of environments and atmosphere. He also shares the importance of highly motivated and well-trained teams who understand and value the various outcomes that service creates and why this is vital for the success of any business.

#### HOW HE PRESENTS:

Diego's excellent leadership qualities and his strong communication skills have impacted positively on company presentations. His unique presence and charisma adds prestige to any event.