

## Marco Roca, CEO Reveille Hospitality: Patience is a virtue, and it has never been more critical than now

BUSINESS



Marco Roca is a self-starter with an analytical and entrepreneurial character. Accountable for global real-estate startup and operations over the past 36 years. Proven track record for consistently breaking sales records, improving operational results, P & L responsibility as well as strategic planning. As the Chief Executive Officer of Reveille Hospitality, Marco is a consensual leader dedicated to developing proactive teams, vast knowledge of multi-cultural business procedures and policies with the ability to culturally adequate global needs to local markets. Tri-lingual communication skills and the capability to manage across multiple international sites.

More about Reveille Hospitality and Marco's experience as an entrepreneur can be found below:

### What's the story behind Reveille Hospitality?

Reveille, French for Awakening, was born from our family's awakening to a new world post COVID-19. There are two choices in this environment: bury your head in the sand and wait it out or adapt and charge forward. My son and partner Marco Jr. and I chose the latter. We discussed the idea of becoming independent and developing our hotels and quick service restaurants ("QSRs") for some time. The pandemic was the catalyst that helped launch our enterprise. We also have a successful hospitality consulting division, which has guided top-tier hospitality brands and developers over the past year.

### What was the most challenging part of your experience in the early beginnings?

Raising capital remains the most challenging part of starting any business. We are fortunate to have a following of investors who believe in us, so equity has not been nearly as challenging to attract as debt. New hotel construction has become taboo in the banking sector as they deal with failing assets and bailouts. 2020 was a perfect storm that combined the paralyzing travel effect of a pandemic with a divisive and controversial election year. We are confident that financial institutions will begin lending again for the right hospitality concepts in the second and third quarter of 2021.

### What are you most proud of regarding your business?

We are very proud that during the most challenging of times, we have prevailed. We have raised enough capital to allow us to move forward with our plans to develop six Extended Stay America Hotels and begin our rollout of 30 Capriotti's restaurants between Palm Beach, Broward, Miami-Dad, and Monroe counties. On March 1, 2021, we will be opening our first Capriotti's at 955 Alton Road in South Beach. This first foray into the market will be a cloud kitchen, but it will also have a food court so that patrons can enjoy our award-winning, fresh sandwiches and salads in a comfortable and inviting space. Above all else, we are most proud of the great team that joined us for this journey.

### What is your vision for the future of Reveille Hospitality?

We will develop a minimum of 20 hotels and 30 QSR by 2030. Next year we will break ground on one hotel and open a minimum of three QSRs. Our consulting business will continue to grow, but we are very selective with which clients we work with; therefore, our growth in this vertical will be measured.

### What's your advice for the businesses that are trying to adapt to this economic climate?

Patience is a virtue, and it has never been more critical than now. Consider this the best time to plan and double down on your defined values. Keeping morale high with your team is the most crucial aspect of today's work environment.

### What books do you have on your nightstand?

As part of our induction into the Capriotti's family, we studied the EOS (Entrepreneurial Operating System) collection of books including *What the Heck is EOS* and *Traction*. These books are fundamental for any new business owners. I keep these on my nightstand because I often go back to them for ideas on how to help lead our organization and continuously seek improvement.

*Our publication has started a series of discussions with professional individuals meant to engage our readers with relevant companies and their representatives in order to discuss about their involvement, what challenges they have had in the past and what they are looking forward to in the future. This sequence aims to present a series of experiences, recent developments, changes and downsides in terms of their business areas, as well as their goals, values, career history, the high-impact success outcomes and achievements.*

SHARE POST



WRITTEN BY ADMIN