



## Carla Falcon

### Managing Consultant



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Middle East



Dubai



Spanish, German, English



areas of expertise:

feasibility studies  
research  
concepts + brands

Carla joined PKF hospitality in 2024 and is based in Dubai, from where she oversees the Middle Eastern region. She specialises in food and beverage strategies and conceptualisation as well as, feasibility studies, and concept and brand development. Through her career and passion, she has become an expert in the field of hospitality food and beverage consultancy and strategy development.

Prior to joining PKF hospitality, she gained operational hospitality experience by working in reputable hotels such as Andaz Prinsengracht and Ritz Carlton Hong Kong. She also gained insightful knowledge and exposure in the hospitality consulting industry by working for H-Hospitality in Amsterdam, where she led projects in Europe as a Senior Consultant, and later at Forsite Creative in Dubai, where she led A-level projects in the EMEA region, specialising in hospitality food and beverage consulting.

Carla is an alumna of Hotelschool The Hague, from where she obtained her BBA in Hospitality Management, as well as an alumna of Rome Business School, where she graduated with an MBA in International Food & Beverage Management. Currently, she is an active member of the Dubai Business Women Council, which promotes women in business.