

SIRH/+ **COUPE DU MONDE** **DE LA PÂTISSERIE**

TEAM USA

CHUCK MIRARCHI **STRATEGIC MARKETING AND COMMUNICATIONS** **CLUB COUPE DU MONDE DE LA PÂTISSERIE TEAM USA**

Chuck Mirarchi is the strategic marketing and communications director for Club Coupe du Monde de la Pâtisserie Team USA. He oversees the team's media presence, develops press releases and strategic publicity plans to highlight the achievements of U.S. pastry chefs nationally and internationally. His work ensures maximum visibility for Pastry Team USA and its sponsors across social and traditional media platforms.

Mirarchi's interest in the culinary arts began at Johnson & Wales University in Providence, Rhode Island. Internships at the Dickens Inn in Philadelphia and The Ritz-Carlton Chicago, where he worked under executive pastry chef Gilles Renusson, helped shape his early experience. He earned an associate degree in culinary arts from Johnson & Wales and a bachelor's degree in hospitality management from Florida International University.

He has held roles at luxury hotels across the United States, including the Morrison-Clark Inn in Washington, D.C., the Ritz-Carlton Philadelphia, the Park Hyatt Hotel in Washington, D.C., the Four Seasons Hotel in Philadelphia and the Hilton Short Hills in New Jersey. He also served as assistant manager at The Helmsley Palace in New York City.

Mirarchi later transitioned into public relations, working at New York City firms including Edelman Worldwide and Rubenstein Associates. He managed high-profile clients such as Vespa, Hershey, VitaminWater and Eddie Bauer. He also oversaw media relations for chefs and restaurants, including openings of Pino Luongo's Tuscan Square, Coco Pazzo and City Hall Restaurant, and promoted cookbooks and culinary personalities. In 2013, he joined The Avalon Hotel in New York as public relations and social media manager, overseeing press inquiries and social media accounts.

Mirarchi has been involved with Club Coupe du Monde Team USA since 1993. He assumed his current role as strategic marketing and communications director in January 2022. Beyond his professional work, he is an expert on The Walt Disney Company and has co-authored a book on Disney parks. His combined experience in culinary arts and public relations has helped elevate the profile of American pastry chefs and promote the nation's pastry arts on a global stage.

