



Myriam Monetti

Founder & CEO – Shop'n Chek

Director of Global Markets – Market Force

MSPA LA Past President

Myriam Monetti is the founder and CEO of Shop'n Chek Argentina, a Mystery Shopping company with more than 15 years of experience in the Customer Service industry. She is also Director of Global Markets at Market Force and Past President of MSPA Latin America.

As the leader of Shop'n Chek Argentina, she was a visionary and pioneer of Mystery Shopping services in her country, and rapidly expanded the service offering cross Latin America. In her enriching professional career her objective was focused on delivering innovative services and solutions to help clients exceed their customer's expectations.

She has worked with hundreds of companies, from early-stage ventures to global brands, empowering them to build stronger customer relationships, grow revenue, and bolster their brands by creating a customer-service-oriented culture.

Apart from her role at Shop'n Chek, Myriam is Director of Global Markets at Market Force, the leading global customer intelligence solutions company for multi-location businesses. She coordinates Research and Mystery Shopping projects at regional level (LatAm) for Market Force– Shop'n Chek Worldwide, being in charge of licensees offices outside the US.

Myriam is an industry referent and she has been quoted in dozens of business media and publications related Customer Service, Market Research and Mystery Shopping services. She also participated as lecturer in selected international forums such as 'The Mystery Shopping Day', the 'Annual Franchisee Convention' and MSPA Conferences, among many others.

Myriam believes that, for companies to succeed in the 21st century world of work, they must build dynamic customer-oriented cultures. Many products and services become commodities and what makes a company succeed is to exceed client's expectations. This creates long term relationships, increase customer loyalty and improve financial performance.

During her term as MSPA LA President (2011 – 2013) she committed to leverage the Association to the next level by recruiting more members, providing more benefits to current members and driving MSPA at the highest standards of civic and social responsibility, integrity and ethical conduct.

Prior to working at Shop'n Chek – Market Force she served Waste Management International, assisting top regional management with solid knowledge in Institutional Relationships, Operations, Marketing and Research, at local and regional levels.

Myriam holds a master's degree in Marketing and Communications and she is graduated with a Bachelor of English Literature.

She is an active member of distinguished organizations like the Argentine Forum of Executive Women (FAME), AmCham (American Chamber of Commerce in Argentina) and AAMyF (Argentinean Franchisee Association).

Myriam also contributes with non for profit organizations such as Fundación Asistencial San Jorge and 'Techo' an organization dedicated to overcome poverty in slums <http://www.techo.org/en/>.