



Melanie Cronin

RocketBox

Melanie Cronin is co-founder of RocketBox, an AI-powered kitchen management system designed to help restaurants manage high volumes of orders more efficiently.

Melanie began her career in fashion design before developing a strong interest in graphic design and branding. This creative background led her into the restaurant industry, where she became involved in the Pizza Hut Delivery franchise in Ireland. There she worked closely with franchisees on brand consistency, marketing materials, menu design, customer experience and quality control across 43 locations.

Following the sale of the franchise to Yum! Brands, Melanie continued working within the restaurant sector, in smaller independent brands, before moving into restaurant technology. She became involved in a company reselling online ordering solutions for restaurants, gaining experience in onboarding, customer support, menu review, branding and marketing.

This experience led to Melanie's involvement in MENUU.com, an online ordering platform with built-in loyalty, promotions and marketing automation. Melanie was involved from the early product blueprints, working closely with the developers on user interfaces and brand identity, while also helping restaurants launch and grow their online ordering channels.

Alongside MENUU, Melanie and her husband also own UNO Pizza in Rathmines, a busy neighbourhood Neapolitan pizza restaurant offering dine-in, takeaway and delivery. Running a high-volume delivery restaurant gave them first-hand insight into the operational challenges kitchens face when managing multiple delivery platforms.

These experiences ultimately led to the creation of RocketBox. The company is now preparing for its initial launch in Ireland and the UK in 2026, with plans to scale internationally and to transform how delivery-focused restaurant kitchens operate.

www.rocketbox.io