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## THE-ICE 11<sup>th</sup> IPoE Forum 2017 Facilitator Paper Presentation Session

### Dr John Fong

**Chief Executive Officer, SP Jain School of Global Management, Singapore.**



Dr John Fong is the President & CEO of JF & Associates Global Consultancy which helps education institutions with accreditation, branding, marketing, student recruitment and expansion strategies. His experience is diverse, having lived and worked in Asia, Australia, the Middle East and the USA, where he has specialised in a variety of fields such as education, business development, corporate communications, international relations and law enforcement.

John is most passionate about education having been the President/CEO of a University, a Professor at both undergraduate and postgraduate levels, a published author, an academic reviewer for journals and textbooks and a sought-after speaker, regularly conducting seminars internationally.

Dr Fong is the elected President of EuroCHRIE (European Council on Hotel Restaurant & Institutional Education), the peak academic body that represents Hospitality and Tourism Educators in Europe, Middle East and Africa. He is also an elected Board Director of THE-ICE (The International Centre of Excellence in Tourism and Hospitality Education), an international accreditation agency that is an authoritative source on Tourism, Hospitality, Events and Culinary Arts education.

Dr Fong serves on a number of Editorial Boards including the "Journal of Tourism and Services", "International Journal of Research in Tourism and Hospitality" and the widely read "HOTEL Yearbook". His academic credentials include a PhD from Macquarie University in Sydney, Australia, and a Master of Business Administration (MBA) and Bachelor of Business from the University of Southern Queensland.