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THE-ICE 12th IPoE Forum 2018

Benchmarking Roundtable Series (BRS) XIII Workshop

Ms Jane Gentle

General Manager, THE-ICE



Jane joined THE-ICE in 2015 and works closely with THE-ICE CEO, providing operational and strategic management over a diverse range of areas including corporate governance, accreditation, membership, international events, international business development, marketing, e-communications and website administration. Jane is also a key contact for our member institutions, particularly throughout the annual THE-ICE ISB-SB (International Student Barometer™ and Student Barometer™) survey period.

Jane has been involved in the development and ongoing strategic partnership with government and non-government QA agencies for the mutual recognition of accreditation standards such as TEQSA (Tertiary Education Quality and Standards Agency) in Australia, NVAO (Accreditation Organisation of the Netherlands and Flanders) in The Netherlands, and Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) and Association of Local Colleges and Universities Commission on Accreditation (ALCUCOA) in the Philippines.

Jane brings to the team a unique set of skills and business acumen gained from experience in tertiary education, business management, event management and hospitality management. She brings with her a strong background in policies and procedures, as well as being tech savvy, having been involved in website maintenance since as early as 1998.

Since 2016, Jane has served on the Communication and Outreach Committee of the International Network of Quality Assurance Agencies in Higher Education (INQAAHE) Board, and in 2018 joined the Eritrean Australian Women's & Family Support Network Inc Association (EAWFSN) Board whose aim is to provide work experience, training and employment opportunities in hospitality to African refugee women, helping to break down the cross-cultural barriers.

Jane holds her Master of Business in Marketing, a Graduate Certificate in Business and a Bachelor of Business with Honours research degree, with her research exploring Facebook as an influencer on destination visitation and brand associations, resulting in publications including 'Tracking brand positioning for an emerging destination: 2003 to 2015' Tourism and Hospitality Research (2016) and case study 'The Wyndham Group – Promoting the destination first, and their business second', in Pike, S. Destination Marketing Essentials. Oxford; Taylor-Francis (Invited).

Jane has a strong interest in marketing, business strategies and stakeholder relations and is looking forward to building strong long-lasting relationships with our members and business alliance partners.