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THE-ICE 10th IPoE Forum 2016

Panel 5: Technology, Panellist

Mr Peter Russell

Operations Director, Russell Partnership Technology



Peter Russell is the Operations Director for Russell Partnership Technology / The Total Simulator Company. The company produces industry leading simulation programs for the hospitality, restaurant and tourism industries. These programs are utilised by hotel and business schools around the world to teach the complexities of managing businesses in the real world. Peter manages all worldwide operations for the company, including business development, partner relations, client liaison, sales and marketing.

Peter delivers industry training worldwide utilising these simulations for clients including Marriott, Hilton, IHG, Accor, Deloitte and Expedia. Peter speaks at hospitality conferences around the world on the use of simulations for learning and has recently completed the Cornell Certificate in Hotel Revenue Management.

Further to these simulations, Peter also works to create bespoke simulations, which model environments and test scenarios. Peter has delivered multiple projects utilising this methodology to examine issues like hotel feasibility for major new hotel developments.

Peter also delivers technology reviews and consultancy to clients looking to drive their usage of technology and move to more efficient ways of working. He started his career in hospitality with Marriott in the UK, working within the front office, before moving to event manage international conferences.