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## THE-ICE 13<sup>th</sup> IPoE Forum 2019

### Panel 3: In Search of the Perfect Curriculum – balancing the need for high-tech and high-touch

#### Mr Ajay Kapur

Faculty Head, Marketing & Innovation, Hotelschool The Hague, The Netherlands



Ajay Kapur grew up in a hospitality family business and graduated at Hotelschool The Hague. He gained over 15 years of business experience in the field of Marketing, Sales and Management in multiple industries (hospitality, loyalty consultancy, financial services). He obtained his MSc and MBA at the University of Amsterdam (thesis on leadership qualities of successful inexperienced leaders in the hospitality industry).

During his 10 years of experience as a lecturer he has developed and been involved in courses on (digital) marketing, concept development, sales, innovation, strategy, revenue management and consumer research. In his role as Faculty Head he leads a team of 20+ lecturers in the field of Marketing & Innovation and is responsible for the final year project (thesis and placement) of the bachelor program. Furthermore, he teaches a mindfulness in hospitality business course at the Hotelschool The Hague MBA program. Currently he participates in research on stress factors in the student journey.