

## THE-ICE Webinar Series 13: THE-ICE Member Benefits Webinar Presenters



**Mr Peter Russell**

**Operations Director, Russell Partnership Technology, United Kingdom**

Peter manages global operations and leads the training team for a suite of industry leading training and development programs, which includes business simulation programs focussed on hotel, restaurant and service management. These programs are utilised by both industry and education to deliver training and development across a range of areas including: operations, revenue management and menu engineering. Peter speaks at hospitality conferences worldwide on the utilisation of technology for learning & development and has also completed the Cornell Certificate in Hotel Revenue Management. He is also a member of the International Society of Hotel Consultants.



**Ms Sofia Fry**

**University Partnerships Coordinator, Unibuddy, United Kingdom**

Having spent her year abroad in Paris working at an eLearning company, Sofia discovered her enthusiasm for ed-tech. With 5 years of experience across various industries including marketing technology and IT, Sofia now focuses on building partnerships with Higher Education institutions across Canada to help them to engage with the best-fit students for their university.