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of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**

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THE-ICE 14th IPoE Forum 2021

**Keynote Speaker: Securing our future – Sustainability in & of tourism
and hospitality education**

Mr Sam Coulstock FIH

Head of Professional Development, Institute of Hospitality, United Kingdom



Sam Coulstock FIH is currently Head of Professional Development at the Institute of Hospitality (IoH). After leaving school at the age of 16, Sam has spent his whole career in hospitality, working for independent hotels and international brands. Sam spent 13 years at The Springboard Charity as Director of Customer Relations and most recently worked for Umbrella Training as Business Relations Director. Sam is also the founder of Inspired Community Group CIC. At the IoH, Sam is building a strategy for CPD, developing its Mentoring programme, helping the Institute apply for chartered status and building its membership through its Company Sponsored Membership

Scheme. Sam said, “Continuing professional development will be critical for our members to succeed in a fast-changing world. It’s an exciting time for the Institute, and I am honoured to be part of the journey and to help the industry I love dearly.”

In 2020, Sam was named Enterprise Advisor of the Year by the London Enterprise Adviser Network, co-founded by the Mayor of London. He is a Fellow of the Institute of Hospitality and a Member of the Institute of Employability Professionals.