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of Excellence in
**Tourism and Hospitality
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THE-ICE 15th IPoE Forum 2022

Welcome & Official Opening

Mr Jeroen Greven

Managing Director, The Emirates Academy of Hospitality Management, United Arab Emirates



Jeroen is a seasoned higher education professional with a proven track record of creating and delivering innovative, award-winning hospitality learning experiences from graduate to executive level. With a curious and growth mindset, his expertise is underpinned by both a Master in Education and Master in international Hospitality Management.

Currently, Jeroen is the Managing Director of The Emirates Academy of Hospitality Management, the #1 ranked hotel business school in the MENA region, part of the luxury Jumeirah Hotels and Resort Group.

Previously Jeroen served as Executive Director, Academics at the Swiss Education Group, the largest hospitality education provider in Switzerland, and was for 6 years the Dean at the Swiss Hotel Management School, a leading institution ranked #3 globally for hospitality management. His focus on leveraging technology in developing transferable skills has led to several accolades, including the Apple Distinguished School accreditation.