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THE-ICE 15th IPoE Forum 2022

Plenary Panel: Connecting minds in meaningful and manageable ways

Mr Roel Brinkman MA



Undergraduate Programme Manager and Senior Lecturer, The Emirates Academy of Hospitality Management, United Arab Emirates

Years of managerial positions in the hotel and restaurant business (Quality Lodge, Le Meridien, Hilton Worldwide, Franklyn Hotels and Resorts) combined with scientific degrees resulted in the following focus areas: service management, sustainability in hospitality and `green behaviour` in hotels.

Mr Roel Brinkman's educational professional experience started at the renowned Hotelschool The Hague (the Netherlands), where he developed and delivered their practical courses. His career continued at the SHMS (Switzerland), where he acted as a senior lecturer and programme manager for all postgraduate programs. At the SHMS he established a solid third position with his team at the latest QS University ranking (2021), by subject worldwide, coming from the eighth position in 2016. Alongside his time at the SHMS, Roel developed and monitored all e-learning content for Hilton Worldwide in association with Hotelschool The Hague and LobsterInk. In 2021 Roel has been appointed as the undergraduate programme manager and senior lecturer at the Emirates Academy in Dubai, (UAE).

Roel's strengths lie in designing experimental (e-) educational programs using innovative pedagogical instruments relevant to the hospitality industry. Among various businesses qualifications, Roel holds a dual Master of Arts degree in Service Management from London Metropolitan University and NHL Stenden University, the Netherlands, and a Post-Grad in Higher Education from Derby University, UK. Currently he is pursuing his doctorate (DBA) in Sustainability in Hospitality via the University of Chester, UK.