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## THE-ICE 15<sup>th</sup> IPoE Forum 2022

### Panel 3: Is the degree dead? What and how should higher education institutions offer TH&E students in the future?

#### Mr Floor Bleeker

Group Chief Technology Officer, Accor, United Arab Emirates



Floor Bleeker was appointed Accor Group Chief Technology Officer in November 2020 and is a member of the Accor Global Executive Committee. Floor has leadership and oversight of technology strategy for all of Accor's hospitality businesses around the world.

Floor has over two decades of multinational experience in the industry. From an early career in frontline technology delivery, he has held roles in Radisson SAS Hotels & Resorts, The Emirates Academy of Hospitality Management and Jumeirah Group. He joined Accor in 2018 from Movenpick Hotels & Resorts where he had held the position of Chief Information Officer for over four years.

Floor's focus throughout his career has been twofold. Firstly, to ground all technology decisions in the needs of the business and secondly, to develop teams that are aligned and engaged so that they are able to deliver successful technology outcomes for hotels.

Floor holds a Bachelor's degree in Hotel Administration from Hotelschool The Hague, Netherlands and an MBA from the University of Colorado, USA. He is a Board member of Interel, The Emirates Academy of Hospitality Management, and is the President of Hospitality Technology Next Generation (HTNG).