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THE-ICE 15th IPoE Forum 2022

THE-ICE Business Alliance Partner: Hosco

Mr John Lohr

Director of Strategic Partnerships and Innovation, Hosco, Spain



Mr John Lohr currently serves as Hosco's Director of Strategic Partnerships and Innovation. He is a Glion Switzerland graduate who has amassed over 12 years of hospitality, tourism, and education business development work experience in +40 countries. For Hosco, John leads the partnership development with hospitality schools, departments, associations and national organizations. Earlier, John worked with IHG hotels in Thailand and India and served as the Director of Business Development for the American Hotel & Lodging Educational Institute (AHLEI) in Europe. He has also held various board positions for EuroCHRIE, the Council of Hospitality, Tourism and Event Educators and is a member of multiple global hospitality education and training associations. John resides in Poznan, Poland with his family and regularly visits the Hosco global headquarters in Barcelona, Spain.