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## THE-ICE 17th IPoE Forum 2024

### Ms Gienke Osinga



**Dean of Hotel and Facility Management, Breda University of Applied Sciences,  
Chair of THE-ICE**

Ms Gienke Osinga holds a bachelor's degree from Hotel Management School the Hague and a Master's in Change Management. Her early career at KLM included roles in procurement, revenue management, and commercial planning, before she transitioned to KLM Netherlands, working on ecommerce projects like online booking and check-in, and overseeing a frequent flyer program launch. In 2001, she moved into education, developing the hotel management curriculum at Breda University of Applied Sciences, where she is now Dean of the Hotel and Facility Management programs. Ms Osinga also chairs the Association of Dutch Hotel Management Schools and serves as the Chair of THE-ICE Board