

Throughout my career in Hospitality, I have prioritized serving and providing value to people whether they are guests, clients, fellow executives, faculty members or students.

As a faculty member at Les Roches Crans-Montana Global Hospitality, I teach Digital Disruption, Revenue Management and Pricing. When not in the classroom, I consult leading global Hospitality corporations and startups and also collaborate with several international universities and their Innovation and Research labs. In addition, I lead corporate workshops and regularly speak at Hospitality conferences worldwide on emerging technologies.

An enthusiastic teacher, I enjoy researching how cutting-edge Information, Innovation, Technology, Blockchain, IoT, AR, VR, AI and Robotics can augment the Industry's often traditional approach with unconventional, cost-saving solutions. My goal is to develop research , facilitating learning, while illuminating the path to real implementation.