

Bespoke masterclasses for hotel professionals
and hotel managers' associations



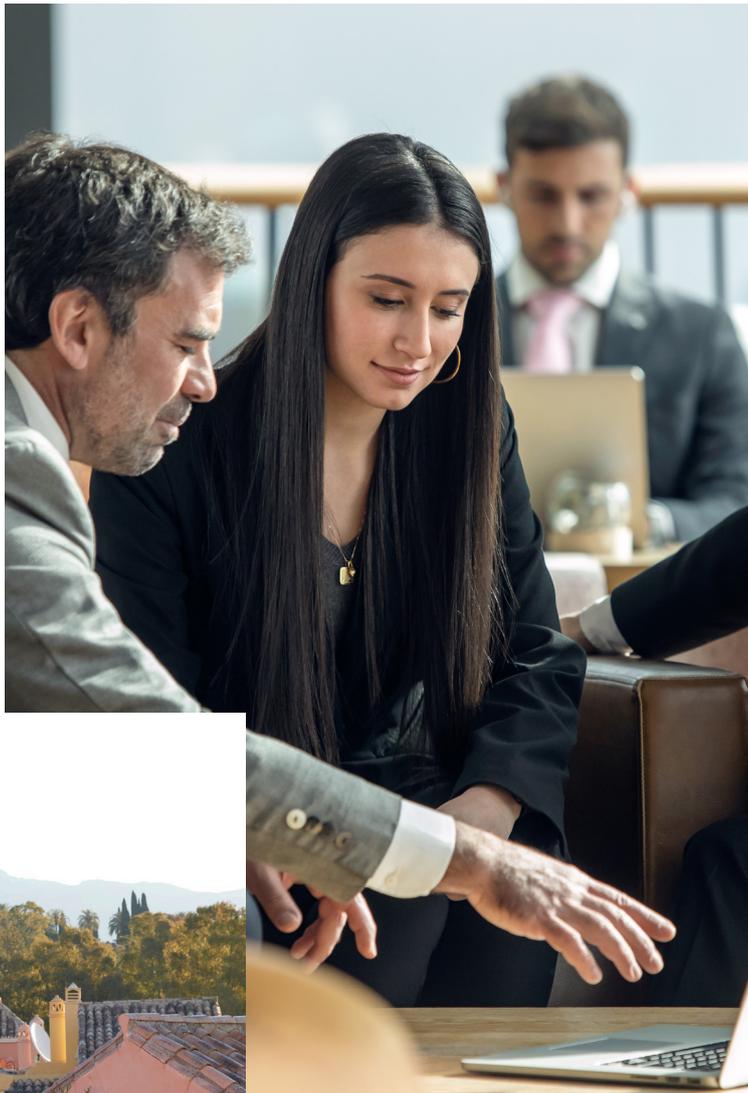
Master the skills for success



lesroches.edu

With Les Roches, you'll access exclusive academic content of one of the best hotel management schools in the world.

With more than 13,000 alumni, our network of professionals is a solid source of business enhancing opportunities.



The numbers speak for themselves

15:1

Personalized teaching

Learn from cutting-edge faculty and industry experts who'll share innovative business models and entrepreneurial thinking. On average, the ratio of students to faculty is 15:1, which means our students receive the attention needed to excel.

90+

Diverse and united

Our student body is truly global, bringing together more than 90 nationalities from around the globe.

2

International campuses

Les Roches campuses are located in Spain and Switzerland - two widely recognized global hubs of innovation and education in the world of hospitality.

13,000

The alumni network

The Les Roches Global Alumni Association is an invaluable networking resource and door-opener, comprising more than 13,000 members spanning generations and continents.

Reasons to collaborate with Les Roches

Among the world's best

Les Roches is among the world's best international hotel management schools. In 2022, QS University Ranking awarded Les Roches a rating of 5 Stars Overall (Excellent).

More than 200 recruiters visit us

Over 200 leading hospitality companies visit our campuses in Spain and Switzerland to recruit talent.

Support for your initiatives

Les Roches has the expertise and resources to support all types of hotel association or trade body.

Keynote speakers

Partnering with us gives you access to keynote speakers from our knowledgeable faculty as well as from one of our many partners who are expert in the field of hospitality and beyond.

Networking

Les Roches is the perfect door opener to many types of companies that could create hospitality with your association.

Our campuses are innovation hubs

Both Les Roches campuses are a leading source of innovation, offering ideal spaces for presentations and networking events.

Premium benefits

Scholarship opportunities

Partner with Les Roches and discover a wide range of scholarship opportunities.

Exclusive events

Your association will be invited to exclusive company events organized by our Innovation Sphere.

Worldwide networking near you

Collaborating with Les Roches means you will be invited to executive development & networking events we organize in cities like Paris, London and Madrid.

Executive careers elevated by Les Roches



Pavlos Papadimitriou, MRICS
Director at the Athens Office of HVS, Greece
MBA Class of 2007



Patricia Purshotam
General Manager at Sana Hotels, Lisbon
Executive Class of 2020



Nazim Suleymanov
General Manager at Shamakhi Palace Sharadil, Azerbaijan
Executive Class of 2019



Juan Lozano Paniego
Event Sales Executive at Grand Hyatt, Dubai
Executive Class of 2021



Gregor Gerber
F&B Projects Executive at The Landmark Mandarin Oriental, Hong Kong
PGD Class of 2018



Riccardo Coffani
Marketing Manager, Orange Hospitality Limited, London,
Class of 2018

“Entering a luxury brand store should convey the same feeling and impression as walking into a 5-star luxury hotel. And that is why we decided to start a collaboration with Les Roches, since they are masters of it.”



Learn from the best. Masterclasses designed for professionals



Revenue Management

Revenue management is a strategic approach to pricing and inventory control that can help maximize profitability for businesses. This masterclass will provide an in-depth look at the fundamentals of revenue management, as well as more advanced topics which are especially relevant for the hotel industry.



Introduction to Sustainability & Innovation in Hospitality

This masterclass focuses specifically on how to create sustainable practices in the hospitality industry.



NPV, IRR and WACC in Real Estate Investment

Designed to equip participants with the knowledge and skills needed to successfully navigate the world of investment and real estate.

Masterclass: Revenue Management: Tools and Applications

February 16th, 2023

Taught by Ms. Cristina López

A native of Spain, Ms. López holds a degree in Economics from the Autonomía University of Madrid, as well as a Master's Degree in International Hotel Management from the European University of Madrid and from Les Roches. She started her career in Revenue Management at the 5-star Urban Sheraton Bilbao Hotel.

At Puente Romano Marbella hotel, Ms. López introduced new segmentation strategies, optimized distribution, and generated and executed a successful revenue strategy. She was also fully involved in the opening of Nobu Marbella, the first opening of this chain in Spain.

Most recently, she participated in the rebranding of the first Anantara property in Spain, Anantara Villa Padierna Palace, where she was responsible for the deployment of Revenue Management guidelines, leading a new luxury perspective for the brand in Europe.

Masterclass: Introduction to Sustainability & Innovation in Hospitality

February 23rd, 2023

Taught by Mr. Jaime Hervás

Born and raised in Spain, Mr. Hervás graduated in History and Social Sciences from the University of Jaen and the University of the West of England. With a career fully engaged in education and training in hospitality, he holds a Master's Degree in Pedagogy and Education and a Master's Degree in Sustainability and Corporate Social Responsibility by the UNED and the University of Jaime I, Castellon.

With more than 20 years of expertise in different hotel departments as a facilitator and trainer, Mr. Hervás has led teams at different levels and has contributed to spreading a much needed culture about Sustainability and Corporate Social Responsibility within the tourism industry - a fundamental part of today's business culture for younger generations. Passion and commitment are two features that Mr. Hervás appreciates most.

Masterclass: NPV, IRR and WACC in Real Estate Investment

March 2nd, 2023

Taught by Dr. Ahmed Bakri

Dr. Bakri holds a PhD in Finance with more than 14 years of teaching experience. He is currently an associate professor of finance at EAE Business School in Madrid and the Universidad Europea de Madrid. Moreover, he is a visiting lecturer in finance and data analytics at Les Roches International School of Hotel Management in Marbella.

Dr. Bakri was the chairperson of the Banking and Finance department at the Lebanese International University across its 9 campuses. He completed his PhD at the University of Dundee, Scotland, UK, and his MSc in International Finance from the same institution.

Dr. Bakri has published several articles in journals on capital budgeting/real estate, financial markets, and portfolio theory. He is currently working on a paper related to real estate in the hospitality industry. In the industrial sector, he worked as a financial analyst and consultant in the real estate sector for more than 10 years.

More notable Les Roches faculty & guest speakers



Jon Loiti
Academic Director
20 years of experience in hotel management



Teresa Serra
Course Manager
Over 15 years of teaching experience in economics



Dr. Melinda Ratkai
Professor
Researcher of International Journal of Digital Accounting Research



Mª Eugenia Fernández
Senior Lecturer
Expert in resort management and sustainability



Susana Garrdio
Director of Spark
Expert in digital learning and innovation in hospitality



Rocío Montero
Lecturer
Certified Revenue Manager by Cornell.



Jorge Carracedo
Service Instructor
20 years of work experience in 5-star luxury hotels



Ana Rosa González
Senior Lecturer
10 years of teaching experience



Carlos Santín
Lecturer of Marketing
20 years of experience in omnichannel marketing

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