

WHO AM I?

Iñaki is Director of the Seville Hospitality Management School (ESHS), an university center on the fields of gastronomy, hotel management and tourism with an unnegotiable goal: to achieve excellence and to train the future leaders of the sector. A business school founded in 1993, a vital part of the prestigious Grupo Lezama and responsible for the training of more than 35.000 students in 22 countries since the beginning of its activity.

Apart from his role at the ESHS, Iñaki is having an important participation on the following organizations:

- Academician of both Andalusian and Sevillian Academy of Gastronomy and Tourism
- Member of the Executive Board of AEHOS -Spanish Association of Schools of Hospitality-
- Member of the Executive Board of AIDABE -Iberoamerican Association of Food and Beverage Directors-

Iñaki has lectured in Strategic Management, Leadership and Corporate Social Responsibility. Prior joining the Lezama Group in 2015, he worked as Corporate Relations Manager at EAE Business School, one of the most reputed institutions in Spain, The Ritz Carlton Company in Barcelona, Ireland and Canary Island and Accor Hotel Group. He is also Secretary-General of Eurhodip, the leading hospitality school association.

WHAT IS MY ROLE IN EURHODIP

Secretary-General of Eurhodip and responsible for the preparation of the meetings, Board of Directors and Executive Boards, agenda, contents, organization of elections for the new Board of Directors. Regarding membership Iñaki is also in charge of prospecting and attracting new members, receipt of membership requests and follow-up

ACHIEVEMENTS TO DATE

Iñaki has completed his education in Spain, his undergraduate is a BA in Hotel Management by Zaragoza Hotel Management School and San Jorge University, The Power MBA, a Master in Revenue Management at Turiscool, Postgraduate in Business Management by Columbus IBS and his Advanced Vocational Training in Restaurant Services and Sommelier.

Iñaki has attended several conference as guest speaker of Education, Innovation, to include USA (Washington DC, Boston, Seattle), México (Ciudad de México), France (Paris), Italy (Rome) and The Vatican under his previous responsibilities at the Foundation Iruaritz Lezama and as a former Secretary-General of the Aragonese Youth Council

RESEARCH AND CONSULTANCY INTERESTS

Research interests include strategic management, corporate social responsibility, educative innovation, leadership, digital transformation, etc...