

Guillermo Marsal Martínez

PostGrado

- EXECUTIVE MASTER BUSINESS ADMINISTRATION
ESIC. ESPAÑA, 2019.
- MASTER GESTION Y DIRECCION DE EMPRESAS HOTELERAS
UNIVERSIDAD COMPLUTENSE. ESPAÑA, 2014.
- MASTER OFICIAL GESTION DE LA CALIDAD UNIVERSIDAD DE VALENCIA
UNIVERSIDAD DE VALENCIA. ESPAÑA, 2008.

Formación Universitaria

- EN GESTIÓN DE TURISMO (TOURISM MANAGEMENT)
BATH SPA UNIVERSITY COLLEGE, UK, 2003.

Experiencia Profesional

- TECH DEVELOPMENT & INNOVATION MANAGER. HOTELATELIER 01/09/2018 – ACTUALIDAD
- SENIOR PROJECT MANAGER. PETIT PALACE HOTELS. 01/11/2014 - 01/09/2018.
- FRONT DESK MANAGER. PETIT PALACE HOTELS. 10/07/2010 - 01/11/2014.
- HOTEL MANAGER/ RESORT MANAGER. TUI, CRYSTAL HOLIDAYS, SKITOPIA 01/09/2003 – 10/07/2010

Experiencia Docente

- ESIC. MADRID. MARKETING MANAGEMENT. 01/02/2019 – ACTUALIDAD
- ESIC. MADRID. BUSINESS MODELS IN A DIGITAL ECONOMY. 01/02/2019 – ACTUALIDAD
- OSTELEA MANAGEMENT SCHOOL 10/01/2020 – MASTERCLASS INNOVATION AND ENTERPRENEURSHIP MINDSET.

Conferencias

- CETT Round table 12/02/2020
Are you really digital? Best practices, success factors and failures – how digitalized is your industry?
- INSTITUTO TECNOLÓGICO HOTELERO 04/07/2019
FOCUS GROUP – DIGITALIZATION IN THE TOURISM SECTOR