
PRESS RELEASE

**The digitization of EHL Hotelfachschule Passugg (SSTH) is being promoted under new academic management.****With the appointment of Prof. Dr. Philip Griesser to the Academic Dean position, the SSTH not only strengthens its management team, but also further expands digitization in the academic field.**

Prof. Dr. Philip Griesser will take up the position of Academic Dean / Rector at EHL Swiss School of Tourism and Hospitality (SSTH) as of November 1, 2019 and join the management as a new member. He has built a successful career in education and has a strong background in hotel management, digitisation and e-learning.

Prof. Dr. Philip Griesser is mainly responsible for the further digitization of the SSTH. He supports the vision of the SSTH to implement the latest trends and technologies in the training of future hotel managers. As the new academic director, he will act as a link between the SSTH and the EHL Group, expanding the partner network both nationally and internationally and further developing the academic programs of the SSTH.

Prof. Dr. Philip Griesser will also develop new e-learning modules to support the practice-oriented hotel management training at the SSTH. He himself particularly appreciates the flexibility that such e-learning solutions can offer: "Thanks to e-learning modules, lectures can be viewed as often and whenever you want. Combined with the personal support and guidance of the SSTH's specialized lecturers, this results in the best learning results for the students".

About the person

Prof. Dr. Philip Griesser holds a doctorate in business administration and a Master's degree in International Tourism Management (M.A.). Up to now Prof. Dr. Philip Griesser was active as a course leader for hotel and tourism management as well as digital Sales & marketing on professional school level at the SRH Fernhochschule - The Mobile University in Riedlingen.

Prof. Dr. Philip Griesser started his career with an apprenticeship in hotel management at the Steigenberger Hotel Bad Pyrmont. Subsequently, he worked for several years in international operative hotel marketing in Vienna, among others as Senior Sales & Marketing Manager at the Hilton Hotels and as Director of Sales & Marketing for the Rezidor Hotel Group. For one and a half years he also worked as a tourism consultant in Santiago de Chile.

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About the EHL Education Group

The EHL Education Group, headquartered in Lausanne, Switzerland, comprises a portfolio of various business units specializing in training and innovation in international hospitality management:

Since its foundation in 1893, the [EHL Ecole hôtelière de Lausanne](#) has been a symbol of Swiss hospitality. It is a pioneer in the training it continues to provide to the hotel and hospitality sector. The result is a unique global community of 25,000 hospitality leaders and students from 120 countries.

As a leading hospitality management university, EHL offers [university courses](#) university courses for enthusiastic, talented and ambitious students - on its campuses in Lausanne and Passugg as well as online.

The school ranks first in the QS and CEO world rankings, and its Berceau des Sens restaurant is the only training restaurant in the world with a Michelin star.

The [EHL Swiss School of Tourism and Hospitality \(Chur-Passugg\)](#) has been one of the leading hotel and hospitality management schools for hotel professionals for 50 years. In a recently renovated 19th century spa hotel in Passugg, Graubünden, it offers Swiss and international students from 20 countries Swiss accredited professional and university education.

[EHL Advisory Services](#) is the largest Swiss hospitality consulting firm with expertise in the development of educational models, quality assurance for learning centres and strategic and operational consulting for companies, in particular in the implementation of a benchmark service culture for companies within and outside the hospitality industry. EHL Advisory Services has offices in Lausanne, Beijing, Shanghai and New Delhi, and has held mandates in more than 60 countries over the past 40 years.

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