

HOTREC 86th General Assembly in Tenerife

27-28 April 2023

Speakers' biographies

DAY 1 – 27 APRIL 2023

Welcome session

Rosana Morillo

State Secretary for Tourism of Spain



Born in Madrid in 1972, Morillo holds a degree in Mathematics from the Complutense University of Madrid. She started her international career in 1996 in Mexico, working as a technology consultant for companies in different sectors, and continued her work in other countries such as France, the United Kingdom and Italy. She has worked as a consultant in technology applied to human resources and in 20 years of experience.

Director General of tourism of the Government of the Balearic Islands since 2019, Morillo has managed many initiatives and supported the implementation of projects associated with the Next Generation Funds aimed, for instance, at the modernisation and reconversion of mature tourist areas, the creation of an international HUB for tourism innovation and projects for circular economy and social sustainability.

Ms Morillo has recently been appointed new Secretary of State for Tourism of Spain.

Panel | The future of gastronomy: Trends

Paul Lenehan

President of the Restaurant Association of Ireland (RAI)



Mr Lenehan is the owner and operator of Harte's Gastropub and the Dew Drop Inn and also the newly opened Firecastle in Kildare. Paul has experience in all areas of the Hospitality sector, completing the GMIT Hotel & Catering Management Course in 2001 and gaining experience working in every role since 1999, from housekeeping, to bar tending, to food and beverage right up to General Management in Hotels, from Wexford to Frankfurt. Paul faces a challenging term over the next two years with rising business costs, skills shortages and the 9% VAT rate campaign a main focus.

He has been appointed President of the Restaurant Association of Ireland (RAI) on April 2022.

Alberto Hernandez Santiago

Chef at the GF Costa Adeje Hotel, Tenerife



Mr Alberto Hernandez Santiago was born in Germany in 1974. After his studies, in 1998 he started working as Demi Chef and started a 20-years career in the hospitality sector. As of March of 2022, he has been working as Head Chef in the GF Hotel Gran Costa Adeje in Tenerife, where he and his team are putting innovative technologies in place to reduce food waste.

Brendon Zhu

Manager of Workplace Relations and Legal Policy at Restaurant & Catering Australia



Brendon Zhu is the Manager of Workplace Relations and Legal Policy at Restaurant and Catering Industry Association of Australia. In this role, he leads the policy and advocacy efforts on behalf of the hospitality industry in Australia which include industrial relations, sustainability, workplace culture and the circular economy. Brendon is also currently elected as Deputy Mayor of Willoughby City Council in Sydney, Australia. He has prior experience in public policy working as an electorate officer at the Parliament of Australia and Research Assistant at NSW Parliament.

Illa Brockmeyer

Head of EU and International affairs at METRO



Illa Sophia Brockmeyer (*1985) has been Head of EU and International Affairs at METRO AG since January 2023. After studying International Relations at the University of Maastricht, Netherlands and in Salamanca, Spain, Illa Brockmeyer completed a master's degree in European Politics at the London School of Economics and Political Science. Before joining METRO, Mrs. Brockmeyer gained expertise at the Permanent Mission of Germany to the United Nations in New York and the KfW Development Bank in Damascus. Most recently she worked in the politics team of the industrial conglomerate thyssenkrupp AG where she was responsible for managing issues primarily related to industrial policy. In her current position as Head of EU and International Affairs at METRO AG, Mrs. Brockmeyer represents METRO's interests on a wide range of political and regulatory issues in Brussels and internationally while at the same time lobbying for the interests of METRO's customers.

Panel | Trends in Hospitality

Leslie Vial

Data Intelligence Manager at MKG Consulting



Having lived abroad for more than twelve years (more than four years in the US, more than five years in Germany and now more than two years in the UK), I have acquired and developed an in-depth knowledge of the private tourism industry, throughout my experience in analyzing the hotel performance of the largest groups on a European scale (Paris, Munich & London).

I have carried out various Revenue Management projects for the world's largest hotel chains (mainly Starwood & Marriott) with a focus in optimizing their economic performances thanks to relevant pricing analysis in search of the ideal business mix, and thanks to a fine understanding of distribution systems and gateways.

Passionate about revenue optimization and data analysis for the hotel industry, I decided to give a new direction into my career by joining MKG in January 2022 in order to put my expertise in yield management at the disposal of the tourism industry.

Panel | Payments: Past, Present and Future

Atze Faas

Adviser, Payments, at EuroCommerce



Atze Faas advises EuroCommerce and its members on Payments. Working with members, regulators, legislators and other merchant organisations, he strives to reduce costs of payments, coordinate influence on legislation (e.g., PSD2) and innovation (e.g., digital euro, SPAA). He also independently consults and speaks on Payments from the merchant perspective. He has a degree in Business Economics, worked 30+ years for bp, is Dutch, plays golf and speaks several languages.

DAY 2 – 28 APRIL 2023

Panel | Tourism & Hospitality: are we ready to embrace the sustainability goals?

Noemí Padrón Fumero

Professor, MYRIAD project



I am professor of Applied Economics at ULL and co-director of the Chair in Tourism CajaCanarias-ASHOTEL. I received my PhD in Economics from U. Carlos III and a MSc in Environmental Economics from the University of Wisconsin-Madison. I have been previously posted at U. Pompeu Fabra (Barcelona), Resources for the Future (Washington DC) FF and U. of Tilburg (The Netherlands). My current work focuses on tourism sustainability and resilience, and lead the Canary Islands Case Study of the MYRIAD project.

Guillermo Galván

Coordinator of the wind energy department at ITER



Guillermo Galván García is a Technical Engineer in Telecommunications from the Universidad de Las Palmas and joined ITER in 1991, currently holding the position of Head of the Wind Energy Department. He is in charge of directing the management and operation of ITER Wind Parks. He is an expert in Wind Energy with more than thirty years of experience in the field of Renewable Energy and has participated in numerous national and European projects. He has also directed and collaborated in several actions of dissemination and training (Island Solar Summit, Enterprise Training, ADAPT Renewable, Energy Issues, European Conference on Renewable Energy...).

Jorge Marichal

President of CEHAT and ASHOTEL



Jorge Marichal González (Arona, Tenerife, 1973) is a hotel businessman and president of the Spanish Confederation of Hotels and Tourist Accommodations (CEHAT) since December 2019. He has also been president of the Hotel and Extra-Hotel Association of Tenerife, La Palma, La Gomera and El Hierro (Ashotel) since October 2011.

He is also vice president of Turismo de Tenerife and director of the public companies Hecansa and Promotur, as well as a member of the Canary Islands Tourism Council and the Spanish Tourism Council (Conestur).

He holds a degree in Business Administration (Financial Management) from the European Business School, where he studied in Madrid, London and Munich.

He has extensive experience in the world of tourism, construction and real estate development. After joining the family group of companies as general manager, he began working in 1996 on the diversification of the business lines, first in the extra-hotel accommodation sector with some tourist complexes in La Gomera and Los Cristianos (Canary Islands). From 2003 to 2006 he took over the Costa Adeje Hospital (Tenerife), currently leased to a multinational hospital company (Quirónsalud Tenerife).

He is currently CEO of Macaronesian Hotels & Resorts (a family chain consisting of 5 4-star hotels with more than a thousand rooms in the north and south of Tenerife and La Gomera) and also has tourist apartments in the Canary Islands.

Sandra Herrera

Marketing and Sales Deputy Director at GF Hotels



I have been developing my career in the tourism sector for 22 years. After finishing my degree in Tourism at the University of La Laguna, I started in 2001 with the GF Hoteles Group, where I started in the reception area, advancing in different positions of responsibility related to operations such as assistant management and hotel management, and moving on to the commercial and marketing department this year.