

Lucerne, 17 June 2025

Press release from SHL Schweizerische Hotelfachschule Luzern

New members of the SHL International Advisory Board

SHL Schweizerische Hotelfachschule is expanding its international Advisory Board to include further leading personalities from the global hospitality industry as well as the fields of innovation and diplomacy. The new members bring extensive expertise, vision and a strong international network. Together with the existing members of the Advisory Board, they will support SHL in keeping the relevance and quality of its programme high and in tune with the times, as well as further expanding its position as one of the leading Swiss hotel management schools.

Strategic orientation of the Advisory Board

Founded in 1909, SHL has more than a hundred years of experience in the practice-orientated training of future hospitality management executives. The SHL Advisory Board was established in 2021 to ensure that the educational mission remains innovative, forward-looking and international. This international body has the task of advising SHL with in-depth expertise, critical thinking and relevant assessments of current and future developments in the hospitality industry. The aim is to promote the transfer of knowledge between theory and practice and to strengthen the relevance of SHL's educational programmes in an international comparison.

New members on the Advisory Board

New members of the SHL Advisory Board include former Swiss Ambassador **Paul Seger**, **Aline Tschäppät**, Regional Vice President Design Services at Hyatt International, and **Lara Ferrari**, CEO and Consultant at prozessraum AG. The committee is completed by **Dario Notaro**, Chief Business Development Officer at Genossenschaft ZFV Unternehmungen, **Judith Krepper**, Head Marketing Commercial at Flughafen Zürich AG, **Gianni Vergani**, Managing Director of Vergani 1892, **Puneet Chhatwal**, Managing Director and CEO of Indian Hotels Company Limited (IHCL), and **Martin Smura**, Chairman of the Board at Grand Metropolitan Hotels. With their wealth of experience in the fields of business development, marketing, process consulting, hotel management, diplomacy and the international hotel industry, these personalities enrich the Advisory Board and support SHL in its strategic development.

Proven expertise on the Advisory Board

In addition to the new personalities, SHL can continue to count on the dedicated support and valuable input of its existing Advisory Board members. These include **Marc Aeberhard** (Lead auditor at HotellerieSuisse), **Marcus Bernhardt** (Chairman of the Board of Directors at Bioengineering AG), **Janine Bunte** (CEO at Swiss Youth Hostels), **Yasmin Cachemaille Grimm** (COO Management & Lease at Unisono Hospitality Management AG), **Peter Herzog** (Consultant at HC Hospitality Consulting AG), **Stephanie Hürttle** (HR Executive & Organisational

Psychologist at ETH), **Roger Lienhard** (Executive Vice President Hospitality at Galaxy Macau), **Thomas Mack** (Managing Partner at Europa-Park GmbH & Co Mack KG), **Lars B. Sonderegger** (Entrepreneurial Lecturer at Lucerne University of Applied Sciences and Arts), **Anita Vogler** (Head of Project and Asset Management at KNSA Hospitality), **Marthinus von Schalkwyk** (former Minister and Ambassador of South Africa), **Wilhelm Weber** (Partner at SHS Swiss Hospitality Solutions), **Andrin Willi** (Epicurean Consultant and Content Creator at andrinwilli productions) and **Martin Barth** (Director of Strategic Partnerships & International Business at SHL).

Consistent strengthening of SHL

«With the Advisory Board, we are creating an important instrument for the consistent further development of SHL», says Christa Augsburger, Director of SHL. «The expertise and input of our existing and new Advisory Board members help us to identify relevant trends at an early stage, further sharpen our educational offering and expand our international network in a targeted manner.» Josef Jans, Director of Business Development & Innovation at SHL, is already looking forward to the next meeting on the campus in Lucerne in October 2025: «In addition to the great enrichment for our students through the participation of the Advisory Board members at the ID Loop Leadership Day, I particularly appreciate the many valuable suggestions that we develop together on the second workshop day. The intensive work on various topics is always incredibly inspiring.»

Visual (original in attachment)



Caption:

The new and existing Advisory Board Members of SHL at a glance.



About SHL

Since 1909, SHL Schweizerische Hotelfachschule Luzern has been the practice-orientated, innovative training institution that paves the way for young, success-oriented students into the national and international hotel and gastronomy industry. As one of two original Swiss hotel management schools, SHL has played a major role in shaping hotel management education in Switzerland. SHL graduates hold management positions in the hotel, gastronomy and other service industries in Switzerland and internationally.

In addition to the internationally recognised study programmes «Hotelier(e)-Gastronom(in) HF» and «Bachelor of Science in Hospitality Management», SHL offers training opportunities and consulting services in the field of «Best Customer Experience» for companies from a wide range of sectors. SHL is also involved in various projects on the international stage by being actively involved in the design and development of industry-specific training initiatives.

Information about SHL: www.shl.ch

SHL Advisory Board: www.shl.ch/team → Set filter "Advisory Board"

Media contact

Nicole Martin
Director of Brand, Marketing and Sales
Tel: 041 417 33 15
Mail: nicole.martin@shl.ch