

Google Manager York Scheunemann joins the Board of Directors of EHL Holding SA and EHL Next SA



Lausanne, June 21, 2021. York Scheunemann has joined the Board of Directors of EHL Holding SA and the Group's new entity in charge of driving innovation projects, EHL Next SA. As a highly experienced tech executive, his presence will further strengthen EHL Group's ability to reshape tomorrow's education landscape.

With 20 years of expertise in digital marketing, transformation and education of companies in the EMEA region, York is a business leader who combines a deep understanding of the corporate world with an entrepreneurial mindset - whilst always putting people first. He is passionate about creating inspiring, future-focused cultures *and* structures, and firmly believes in driving innovation & change by establishing purpose, strong team cultures and trust.

In his current role at Google, Mr Scheunemann, is the Business Lead for Customer Programs in EMEA. On top of his business acumen and technical expertise, he is also a champion in *mindful leadership*, and shares EHL Group's belief that strong values and benevolence are the bedrock of lasting success.

"I am very happy to join EHL's board and to support the world's leading hospitality school in their transformation to a more digital, but also more sustainable and human-centric entity. Embracing digital transformation is not a matter of choice anymore. It is happening. The matter at hand is now to know if we want to be spectators or pioneers. EHL's long lasting history of leading the way puts it right at the center of it all and is the perfect vessel for positive change in the world of education. I thank the Board and the Executive Committee for their trust and warm welcome and can't wait to get on-boarded", said York Scheunemann.

Dr Carole Ackermann, President of the Board of Directors, saluted his nomination and expressed her enthusiasm: "It is a genuine pleasure to have York join us. He has so much to

contribute to the changing face of education, and he boasts a profound understanding of the global dynamics, both social and economic, that shape our world".

About EHL Group

EHL Group encompasses a portfolio of specialized business units that deliver hospitality management education and innovation worldwide. Headquartered in Lausanne, Switzerland, the Group includes:

[EHL Ecole hôtelière de Lausanne](#) is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893 with over 25,000 alumni worldwide and over 120 nationalities. EHL is the world's first hospitality management school that provides undergraduate and graduate programs at its campuses in Lausanne, Singapore and Chur-Passugg, as well as online learning solutions. The university of applied sciences is ranked n°1 by QS World University Rankings by subject and CEOWorld Magazine, and its gastronomic restaurant is the world's only educational establishment to hold a Michelin Star for a third consecutive year.

[EHL Swiss School of Tourism and Hospitality](#) has been one of the leading hospitality management colleges for hotel specialists for over 50 years. The College delivers Swiss-accredited federal diplomas of vocational education and training and of higher education in its 19th century spa-hotel in Chur-Passugg, Graubünden, to Swiss and international students from 30 countries.

[EHL Advisory Services](#) is the largest Swiss hospitality advisory company specializing in service culture implementation, business consulting, as well as the development and quality assurance of learning centers. EHL Advisory Services has offices in Lausanne, Beijing, Shanghai and New Delhi and has delivered mandates in more than 60 countries over the past 40 years.

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