Welcome Message from EAHM Managing Director

The Emirates Academy of Hospitality Management set out to become one of the top hotel schools in the world and I am happy to say that we are consistently referred to as being counted in the ranks of this most esteemed group of education establishments. It is a tribute to the fine calibre of Jumeirah leadership, our faculty and staff and our students themselves that has brought us to this point in our young history.

EAHM has reached a milestone in having graduated our tenth cohort of students and it is fitting that we have relaunched the Alumni Association to mark this occasion. Our students are our ambassadors and, as they continue their careers, are reaching even more senior levels within hospitality and business.

With Nur Nurani and Ankit Malik at the helm, the Alumni Association is on a firm footing and I look forward to the organisation growing and establishing chapters around the world linking EAHM and our valued alumni.

The EAHM Alumni Association Launch

In November, 2014, the EAHM Alumni Association (EAHMAA) was re-launched with a new constitution.

To mark this occasion, a cocktail party was held at the Sunset Terrace of the Al Qasr Hotel where close to 100 Alumni came together to celebrate. Members flew in from as far as the Seychelles to be a part of the event.

EAHM Managing Director, Mr Ron Hilvert, opened the evening with some warm words of welcome and then introduced the Dubai chapter office bearers: Nur Nurani, President and Ankit Malik, Secretary. EAHMAA President Nur Nurani highlighted the top 3 priorities of the Alumni Association.

1. To foster a communication platform for the Alumni and EAHM.
2. To raise the profile of the Alumni and of EAHM by providing career development opportunities to graduates.
3. To launch a European chapter by year’s end.
The launch of our Alumni Association was indeed a success, thanks to your commitment. The feedback you have sent post event gives us even more energy to plan our future events.

President’s Corner

The launch of our Alumni Association last November and our first event signals a new chapter in the ongoing relationship that alumni have with our alma mater, EAHM. The feedback you have sent post event gives us even more energy to plan our future events. Taking onboard your ideas, we are developing a series of events to continue the momentum. Please see the "Upcoming Events" section for more details.

We have a group of young, energetic professionals and as such, we have a pool of talented and creative personalities in our ranks. Your ideas in making this Alumni Association a success is of great importance. I urge all our members to be active in sending ideas and opinions as to how we can raise the profile of EAHMAA, and of course of our graduates.

I thank everyone for supporting the EAHMAA as it is only with your drive and involvement that we can continue to seek creative ways to strengthen EAHM’s Alumni Association.

In the Hotseat: Oleg Kafarov

I joined EAHM after graduating from Moscow State University of International Relations and working as a presenter on one of the Russian daily television programmes.

I was 21, and it was at that time when I decided to focus on something new as some people around me thought my media and television aspirations were merely a student hobby. Travel and Tourism was a natural choice as I have been a keen traveler since a young age.

Dubai has always been a dynamic place, full of energy and young people. However, it was even more exciting to see the beginning of its major transformation in 2004; the year when I joined The Emirates Academy of Hospitality Management (EAHM).

EAHM helped me gain valuable insight into Travel and Tourism and understand how it contributes to the wider global economy. It was also great to meet students and faculty from different parts of the world who engaged more like a big family – I believe that such personal attention and approach to each student, inherited from the bigger Jumeirah hospitality brand, is a very special and valuable feature of EAHM.

Becoming a full-time student after having had an exciting career in media was only part of my plan and I agreed with EAHM that, while studying, I would also undergo management training in the marketing departments of Madinat Jumeirah and Burj Al Arab. This was an invaluable and insightful experience as it helped me better understand the roles and interconnectivity of hotel operations and corporate management.

In 2007, I joined the office of the President and Group CEO to be in charge of the Public Affairs function. At that time, Jumeirah had hotels in only three destinations: Dubai, London and New York. As the company grew, so did my role. Today the Group’s portfolio includes 23 hotels, resorts and residences in operation in 12 destinations with an impressive future development pipeline. I am proud of Jumeirah’s achievements, as well as of the high level of esteem which the brand has within the industry.

Through Jumeirah’s involvement with the World Travel and Tourism Council (WTTC) and the World Economic Forum, we connect with the industry’s leaders and work together on many important initiatives. According to the WTTC, in 2014 our industry generated 9.8% of global GDP, which equals to some USD 7.6 trillion, and supported almost 277 million jobs, or 1 in 11 jobs worldwide. They include freedom to travel through electronic visa facilitation, defining policies for growth, and focusing on responsible tourism through the WTTC’s Tourism for Tomorrow programme. These projects are vital to facilitate further growth of our industry.

I am also delighted to see the formation of the Alumni Association. I enjoyed our first event and I am looking forward to being an active member of EAHMAA to ensure its success and enhanced global exposure.

Movers and Shakers

Ahmad Al Hallaq who graduated with a Bachelor’s degree from EAHM in 2011 and subsequently went on to complete his MBA in 2014, has recently been promoted as Market Sales Manager, GCC region for Marriott International. Prior to this present role, Ahmad was working as an Event Planning Manager at JW Marriott, Marquis.

Minali Rajapakse, 2012 graduate, has been working as a Guest Service Executive at Al Qasr Hotel for the past three years. Minali will soon be taking on new challenges in the capacity of Butlers Team Leader at Dar Al Masyaf, Madinat Jumeirah.

Pekka Hirvi graduated from EAHM in 2008 and then spent four years with Jumeirah, mainly in the area of Finance. Two years with Accor as a Development Manager prepared him for his current role as Director of Development, MEA with Millennium Copthorne. Pekka is very supportive of graduates coming out of EAHM, providing career guidance and advice.

Nirvana Sears is Development Manager for Farah Leisure Parks Management on Yas Island, Abu Dhabi. Having graduated from EAHM in 2005, Nirvana also did her Masters with EAHM, graduating in 2013.

Nirvana’s career has encompassed roles in Procurement and Business Development before taking on her current role.
Upcoming Events
Ready, steady... COOK!

After the first big alumni event, we are now looking at the EAHM Cook Off. This event brings alumni, students and faculty together for a fun, yet competitive cooking competition. This year’s theme is a black box event where mystery ingredients are provided to the ‘Chefs’. Each team, consisting of 4 people, will cook a starter course, a main and a dessert based on the contents of their black boxes.

The event takes place at the EAHM kitchen on the morning of 23 May 2015. Teams have already signed up and are sharpening their culinary skills. The Cook Off will be supervised by none other than Chef Michael Kitts and some eminent judges will assess the teams’ efforts. The next activity on the calendar is a Ramadan event. Details are still being finalised and will follow soon.

Stay in touch.

In line with Jumeirah’s vision of sustainable management and being Green Globe Certified across all its properties, EAHM was tasked with also obtaining this certification. Green Globe is the premier, worldwide certification and performance improvement program developed specifically for the travel and tourism industry. The Green Globe organisation assists businesses to improve their economic, social and environmental sustainability and being rewarded and recognised for it. The challenge of proving compliance on over 400 indicators was an enormous task involving all departments within EAHM from academic to finance and marketing to administration as well as coordinating with key individuals within Jumeirah Group. Special thanks go to Conrad Sokolnicki (current Master’s student at EAHM) for the fantastic effort he put in to co-ordinate all the data and produce the final report. Working together as a team, EAHM obtained an exceptional sustainability management score of 81% and can proudly say that we are the first hospitality management university in the world to be certified under the Green Globe.

Blue, Gold and Green – EAHM is awarded the Green Globe Certification

“EAHM has now reached the stage where our graduates are in positions of influence. I hope we can harness our graduates’ continuing success in order to assist each other and our current students.”

Linking Alumni with EAHM!

Your Alumni Association is committed to developing strong links between you and EAHM. We want you to feel connected, not only to The Academy you knew in years gone by but to the living Academy, full of students currently experiencing the joys and challenges of student life.

These links are developed through activities to bring alumni and the current student body together, through alumni recommending potential students to us and also by making graduate jobs and internship opportunities available to EAHM students. As you develop in your career, please keep EAHM in mind when opportunities for internships or graduate jobs arise within your organisations and businesses. You are part of a unique group and we all have the potential to help each other in lots of different ways. Always keep an eye out and a helping hand for an EAHM student or alumni!
The Objectives of EAHMAA are:

• Establish and maintain effective means of communication between alumni and EAHM and among alumni themselves

• Provide career development support for EAHM graduates and near-graduates

• Maintain and develop a support and social network for alumni

• To facilitate the establishment and maintenance of chapters as appropriate and provide ongoing support for chapter leadership

• To promote and enhance alumni service to EAHM and to local communities