



Sam Jones

2006 ICMS Hospitality Management Graduate

Sam knew as soon as he stepped through the shiny glass doors of W Hotel in Sydney in 2003 that this was the place for him. W Hotel had it all, the suave style of a boutique hotel with the global presence of Starwood. He knew where he wanted to work, now just needed to get there.

Pursuing his dream he completed his Industry Training with W Hotel and as soon as he finished his degree in Hospitality Management with ICMS in 2007 he moved to London

Due to thorough preparation in advance he secured jobs in three five-star hotels. Two of these offers were Front Office Shift Leader positions and one offer was for In-house Reservations Coordinator with Starwood's three Central London Hotels. His desire was to get into a sales role and reservations were the foot in the door.

It took Sam only one year of dedication to successfully apply for a Sales Executive role for Leisure Sales in Starwood's Central London Hotels. His dream came true.

His new role has given him a vast experience in the hotel industry and allowed him to travel frequently throughout the Russian region and continental Europe.

Come and join us and ICMS students to listen to Sam's compelling story and meet and mingle one more time in the Sandbar.