



**Marianna Sigala** is Professor of Digital Transformation & Tourism at Sheffield Hallam University.

Professor Sigala has a PhD from the University of Surrey as well as a Certificate of Advanced Academic Studies from the University of Strathclyde and an MSc in Tourism Management from the University of

Surrey.

Professor Sigala is a multi-awarded and widely published authority in the area of Service Management and Information and Communication Technology (ICT) applications in Tourism and Hospitality. She has also published and research in the fields of wine tourism, e-learning models and pedagogies, and tourism sustainability. Professor Sigala's research is multi-award winning featuring several best paper awards in international conferences and academic journals, such as papers published in the International Journal of Contemporary Hospitality Management and the International Journal of Hospitality Management. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education.

Professor Sigala is the Founding Chair of the ICHRIE Johnson and Wales Case Study Competition and Publication Series. She is also currently the co-editor of the international journal 'Journal of Service Theory and Practice' and the editor-in-chief of the 'Journal of Hospitality & Tourism Management'. She is also the advisor editor of the 'International Journal of Hospitality and Tourism Cases'.

Professor Sigala has also served on the Board of Directors of the International Federation of Information Technology, Tourism and Travel (IFITT) (as Membership Director); the International Council on Hospitality, Restaurant and Institutional Education (I-CHRIE) (as Research Director, 2008 - 2010); the Hellenic Association of Information Systems (HeAIS) (as Publicity Director); and the Executive Board of the European Council on Hospitality, Restaurant and Institutional Education (EuroCHRIE) (as President, 2004 - 2005). Since 2016, Professor Sigala serves at the executive board of CAUTHE. In 2020, Professor Sigala was also awarded a membership in the CAUTHE Fellows' College as a research Fellow.