

## IoH strengthens team to enhance commercial focus

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The [Institute of Hospitality \(IoH\)](#) has announced a series of new appointments and promotions, as it continues to adapt to the evolving needs of its global membership and the ongoing challenges faced by the hospitality industry.

Isabel Hargreaves MIH has been promoted to Head of Membership & Commercial. Isabel joined the IoH in February 2024 as Head of Membership Sales and has enjoyed a long career in hospitality, bringing with her extensive experience and sector knowledge. In her expanded role, Isabel will oversee membership and commercial growth and will line manage the newly created Commercial Manager role.

Sidiqa Hazara AIH has been appointed Commercial Manager, taking responsibility for driving new commercial opportunities and strengthening the Institute's commercial activity. Sidiqa joins from BSRIA where she was Membership Manager focusing on retention and recruitment and will bring fresh expertise and experience to this newly defined role.

Emma Ellis MIH has been promoted to Events Manager. Emma joined the IoH in May 2023 as Events Administrator and has already made a strong impact, delivering high-quality events for members. Her new role will see her refocus the IoH events programme on maximising professional development, CPD, and networking opportunities.

Aymen Fetouak MIH, appointed Head of Professional Development in May 2025, brings a solid background in leadership and management as a coach and tutor, including time working with the UK Ministry of Defence. His remit is to expand IoH's professional development and CPD activities across both commercial and non-commercial streams, enhancing the services available to members and the wider industry.

Commenting on the appointments, Robert Richardson FIH MI, CEO of the Institute of Hospitality, said: “The strength of the Institute has always been our people, and I am delighted to see Isabel, Sidiqa, Emma and Aymen take on these important roles as we look ahead to 2026.

Robert continued: “These are challenging times for the industry, and these changes reflect a re-focus of our commercial strategy to ensure we remain agile, focused, and ready to deliver even greater value to our 16,000 global members and the wider industry in the months and years ahead.”