



**Prof. Dr. Hilary C Murphy, PhD, MCIM, MPhil, dip BITS,BA
Ecole Hôtelière de Lausanne**

Prof. Dr. Hilary C Murphy teaches and researches at the Ecole Hôtelière de Lausanne and specialises in strategic hospitality technology and e-marketing. She has also developed and delivered executive courses in e-marketing for hospitality managers. Her key research areas are in; Convergence of Hospitality Technology, SEO for SMEs, The Use of Location Based Systems in Hospitality Organizations and Strategic Technology Relationships in the Hospitality Sector. Over the past 12 years she has published articles on these subjects in trade magazines (Bottomline, Hotel Executive) and at international academic journals and also delivered key papers at international conferences.

She also presents at keynote industry conferences in the hospitality and technology field, most recently at HITEC in Minneapolis and at the European Hotel Operators (EHOF) in Rome in 2006, and this year at European Hotel Management Association (EHMA) in Munich, EHTEC in Amsterdam and IHOF in Prague. She was a consultant and researcher for Xansa and is currently working on several industry-funded projects, investigating strategic partnerships in the hospitality technology sector.

After graduation from Strathclyde University in Glasgow with a BA in Marketing & Law she worked for a number of years in the USA in sales and marketing management before choosing an academic career, completing a post graduate qualification in business information technology, a Masters in Philosophy, qualifying as a Chartered Marketer and eventually achieving a PhD, which focused on the diffusion of information and communications technology in the SME hospitality sector