



Macmillon Braz Fernandes is a lecturer in Human Resources Management and Organizational Behaviour in the Bachelors program at the Hotel Management School, NHL Stenden, Leeuwarden, Netherlands. He is an instructor at various levels of the program and also involved in the Bachelor Thesis supervision of students in the areas of Technology and AI, Human Resources Management, Organizational Behaviour and Organizational Development. As part of his active contribution in Design Based Education, along with his colleagues he successfully designed and launched a new minor “The Art of Hostmamsip” in September 2021. The minor is noteworthy as it is open to students across all programs and locations of NHL Stenden as well as international exchange students.

Macmillon was born in Goa, India and completed his Masters Studies, specializing in Psychology at St. Xavier’s College in Goa, India. He was formerly employed in the international hospitality industry, managing and leading diverse international teams across new and existing hotels in India and the Middle East. His experience in hospitality covers pre-openings, mergers, rebranding projects across luxury, upscale and midscale units ranging from 250 employees up to 800 employees. The possibilities and potential that individuals and teams possess is a driver in the work that most interests him. He is a keen proponent of lifelong learning and adapting to change. During his time in India, he also trained in the personnel departments in the manufacturing sector covering tyres and shipbuilding.

In addition to his hospitality experience, Macmillon spend two years, working at the NHL Stenden international campus location in Bali, Indonesia. He was responsible for the study plan and organization of the Bachelors program as well as practical hospitality experience of students in partner hotel companies. He was involved in the popular minors 'Event Management' and 'Entrepreneurship in Action'. The Balinese hospitality and culture has had a big impact on his vision of hospitality and people. When not actively working, he is curious about people, their cultures, habits and rituals. Raised in India with Indian and Portuguese roots, he is fascinated to listen to people's stories, and he pursues this interest by travelling and meeting people from various nationalities.

He finds himself at an interesting intersection, where the need for inquisitive dialogue and research involving the hospitality industry, the future professionals and academic landscapes are of crucial importance. Currently engaged in a longitudinal research study with his colleagues Dr. Hanneke Assen and Dr. Marte Rinck de Boer aimed at co-creating developments in Design Based Hospitality Education, he is also involved in a Design Based Learning Study (DBLS) aimed at building a community of learners in the organization. Apart from these research activities, Macmillon shares a welcome approach to support as a collaborator in research works with students, colleagues and industry professionals.