



*How to
make money
in the hotel
industry?*

*A blueprint
for 2030*

20-21
JAN
2025

ANDAZ
VIENNA
AM BELVEDERE



Horwath HTL

Hotel, Tourism and Leisure

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Horwath HTL Hungary is the trusted advisor for developers, investors, and operators seeking to shape the future of hospitality.

For over 35 years, we've led the way in CEE and CIS, providing tailored solutions and innovative strategies that turn challenges into opportunities.

At HOTCO 2025, we are bringing our expertise to the forefront

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- Position your project for success.
- Unlock maximum value for your investments

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- Hospitality Sponsorship
- Operations Audit & EBITDA Maximisation
- F & B Advisory
- Tourism & Leisure
- Art Consultancy

Let's Shape Your Next Success Story – Meet Us at HOTCO 2025

www.horwathhtl.hu

Welcome back to Vienna for HOTCO 2025!



It is with great pleasure that we welcome you to the historic and vibrant city of Vienna for HOTCO 2025. This year's theme, *How to Make Money in the Hospitality Industry? A Blueprint for 2030*, sets the stage for engaging and forward-thinking discussions.

The hospitality industry is undergoing rapid transformation, and at HOTCO 2025, we will explore a range of timely topics essential for navigating this new era. We will dive into discussions on key drivers for hotel investments, innovative financing solutions, and the growing impact of AI and ESG in hospitality. Additionally, we'll explore strategies for revenue generation through sports sponsorships, long-term partnerships, and succession planning, as well as explore topics like designing for financial success and the evolving role of human resources in the industry. At HOTCO 2025, we unite thought leaders, industry innovators, and forward-thinking entrepreneurs from diverse regions to share insights, build new partnerships, and spark collaborations that will guide us toward a future marked by smart growth and lasting success.

We are deeply grateful to HOTCO's Advisory Board Members, sponsors, speakers, and attendees. Your dedication to the hotel real estate investment community is truly appreciated.

Once again, welcome to Vienna and HOTCO 2025! We wish you all a productive and memorable conference ahead.

Warm regards,



Marius Gomola

Co-Founder & Organiser

Managing Director
Horwath HTL Hungary
and HTL Capital Advisors

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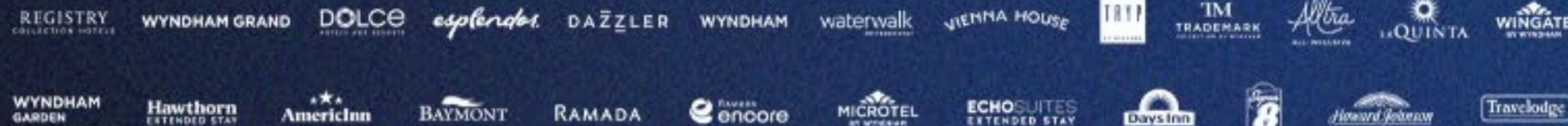
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| JO&JOE | SLS |
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| MAMA WORKS | THE HOXTON |
| MONDRIAN | WORKING FROM |

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|------------------------|-------------|
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| GRAND MERCURE | IBIS |
| PEPPERS | IBIS STYLES |
| THE SEBEL | GREET |
| MANTRA | IBIS BUDGET |
| HANDWRITTEN COLLECTION | HOTELFI |

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| ONEFINESTAY | ASTORE |
| WOJO | D-EDGE |
| WORKLIB | GEKKO |
| POTEL ET CHABOT | VERY CHIC |
| SAINT CLAIR | JOHN PAUL |

MONDAY 20TH JANUARY

13:00 - 17:00

NEW HOTEL SITE VISITS

MOXY VIENNA CITY EAST
ANANTARA PALAIS HANSEN VIENNA
HOTEL ASTORIA VIENNA
THE HOXTON VIENNA

16:00 - 19:00

REGISTRATION AT THE HOXTON VIENNA

(Rudolf-Sallinger-Platz 1, 1030 Vienna, Austria)

17:00 - 18:00

SPEED DATING

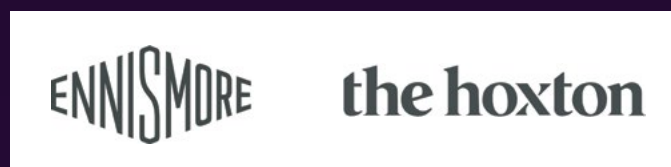
at the Salon Paradise of The Hoxton Vienna

18:00 - 22:00

NETWORKING

WELCOME RECEPTION

at The Hoxton Vienna hosted by



TUESDAY 21TH JANUARY

08:00 - 08:45

WELCOME KAFFEE & KRAPPEN - GUTEN MORGEN NETWORKING

08:45 - 08:50

WELCOME TO HOTCO 2025

James Chappell - Global Business Director, Horwath HTL

08:50 - 09:00

OPENING REMARKS

*Susanne Kraus-Winkler, State Secretary for Tourism
in the Federal Ministry of Labor and Economy in Austria*

09:00 - 09:40

DESTINATIONS: KEY DRIVERS FOR HOTEL INVESTMENTS

*Piervittorio Farabbi - Chief Operating Officer,
Tirana International Airport
Oliver Fritz - Senior Economist,
Austrian Institute of Economic Research (WIFO)
Anita Paic - Director,
B2B Management & Vienna Convention Bureau
Frank Reul - VP of Development for Accor Eco, Midscale &
Premium Brands in Eastern Europe, Balkans, Italy & Greece
Chair: Brigitte T. Gruber - Managing Partner,
Horwath HTL Austria*

09:40 - 10:20

UNLOCKING PROFITS IN HOSPITALITY: EXIM BANK FINANCING, SMART BUILDING INNOVATIONS AND ACCELERATED CONSTRUCTION

*Zsolt Hintenberger - Managing Partner, Realiscon
Piotr Kuffel - Head of International Expansion Office, BGK
Vaclav Vochoska - Head of Private Equity, CIMEX GROUP
Ewelina Wozniak-Szpakiewicz - Chief Executive Officer,
DMDmodular
Chair: Tiago Venancio - Managing Director,
TREASURESTS Hospitality*

10:20 - 11:00

AI REVOLUTION: DISRUPTING JOBS OR DRIVING PROFITABILITY IN HOSPITALITY?

*Alan Adojaan - Founder & CEO, Yanu
Edoardo Colombo - President, Turismi.ai
Jonathan Genah - Senior Vice President of IT and CTO, Radisson
Hotel Group
Gilles Granger - SVP Business Development EMEA, D-EDGE
Felix Undeutsch - Co-Founder, hivr.ai
Chair: Harald Hafner - Member of the Board, Travel Industry
Club Tourismus*

11:00 - 11:20

KAFFEE UND TEE

11:20 - 12:00

GAME ON: INNOVATIVE STRATEGIES FOR CREATING HOSPITALITY REVENUES THROUGH SPORTS SPONSORSHIPS

*Ariane Frank-Meulenbelt - Managing Director, gpticketshop.com
Michael Saran - Chairman, Odien
Ike Thierry Zaengel - President and Owner,
Debreceni VSC (DVSC)
Chair: László Bene - Director Sports Advisory & Hospitality
Partnerships, Horwath HTL Hungary*

12:00 - 12:40

SETTING THE STAGE FOR INTERACTIVE DISCUSSION: IMPLEMENTING ESG VALUE CREATION IN THE NEXT WAVE OF REGULATIONS

*Gitta Brueckmann - Vice President Corporate Social
Responsibility EMEA & Government Affairs Europe,
Marriott International
Ufi Ibrahim - Founder and Chief Executive,
Energy and Environment Alliance
Angela Lille - Lead Sustainability Working Group, BT4Europe
Kathrin Proprentner - Partner, Crowe SOT GmbH
Andreas Westenburg - Head of Hotel Development, Quality
Assurance & Sustainability, BWH Hotels
Chair: Attila Radvánszki - Partner, Horwath HTL Hungary*

12:40 - 13:30

NETWORKING LUNCH

13:30 - 13:40

REGIONAL PERFORMANCE OVERVIEW**PRESENTATION BY STR***Alex Robinson - Director, Industry Partners, STR*

13:40 - 15:00

UNVEILING THE TRUTH: WHAT OWNERS REALLY EXPECT FROM HOTEL BRANDS*Takuya Aoyama - Vice President Development, Hyatt International (EAME) LLC**Balázs Fóti - Director, Hotel Development and Portfolio, WING**Mark Hennebry - Hotels Director, CP Holdings**Zhivko Ivanov - Asset Management & Hospitality Director,**Galaxy Investment Group Ltd**David Jenkins - Vice President Business Development,**Radisson Hotel Group**Markus Lehnert - Senior Vice President, Marriott International**Miguel Martins - Head of Development - Northern Europe,**IHG Hotels & Resorts**Michael Regner - Founding Partner, ECHO Partners AG**Thiemo Willms - Vice President Development DACH, Accor**Sean Woods - Head of Development - DACH & Central Europe,**Wyndham Hotels & Resorts***Chairs:** *Marius Gomola - Managing Director,**Horwath HTL Hungary**Marc P. Werner - Head of the Global Hotels,**Leisure & Gaming Group, Hogan Lovells*

15:00 - 15:40

PASSING DOWN THE TORCH:**NOT TO DESTROY FAMILY-BUILT ASSET VALUES***Fabian Haupt - Senior Director - Real Estate & M&A, FLE GmbH**Florian Zellmann - Head of Department Finance and Funding,**Austrian Hotel and Tourism Bank (OeHT)**Markus Zwölfer - Deputy Head of Corporate & International**Finance, Oberbank AG***Chair:** *Dr. Christian Buer - Managing Partner,**Horwath HTL Germany, Austria and Switzerland*

15:40 - 15:55

KAFFEE KLATSCH

15:55 - 16:25

DESIGN FOR FINANCIAL SUCCESS*Laurent Clavilier - Vice President of Design and Technical Services, Accor**Martina Maly-Gärtner - COO, Member of the Board,**UBM Development AG**Erol Milo - Head of Commercial Real Estate, STRABAG Real Estate**Philipp Patzel - Head of Hospitality, BWM Designers & Architects**Ulrike Rabmer-Koller - Chief Executive Officer, Rabmer Group***Chair:** *Paweł Nowakowski - Founder & CEO, PNConsulting*

16:25 - 17:00

PEOPLE = PROFITS**WHY DO OWNERS NEED TO CARE?***Andreea Bălaj - General Manager, Transilvania Trek**Jordi Kuijt - Hotelier**Katica Samija - Human Resources Group Director,**Aminess Hotels & Resorts***Chair:** *Maria Puetz-Willems - Editor-in-chief, HospitalityInside*

17:00 - 17:35

WRAP UP: ESG, INVESTORS, BANKS & PROFITS INTERACTIVE**DISCUSSION LED BY ENERGY & ENVIRONMENT ALLIANCE***Ufi Ibrahim - Founder and Chief Executive,**Energy and Environment Alliance**Martina Maly-Gärtner - COO, Member of the Board,**UBM Development AG**Kathrin Proprentner - Partner, Crowe SOT GmbH**Andreas Westerburg - Head of Hotel Development,**Quality Assurance & Sustainability, BWH Hotels***Chair:** *Attila Radvánszki - Partner, Horwath HTL Hungary*

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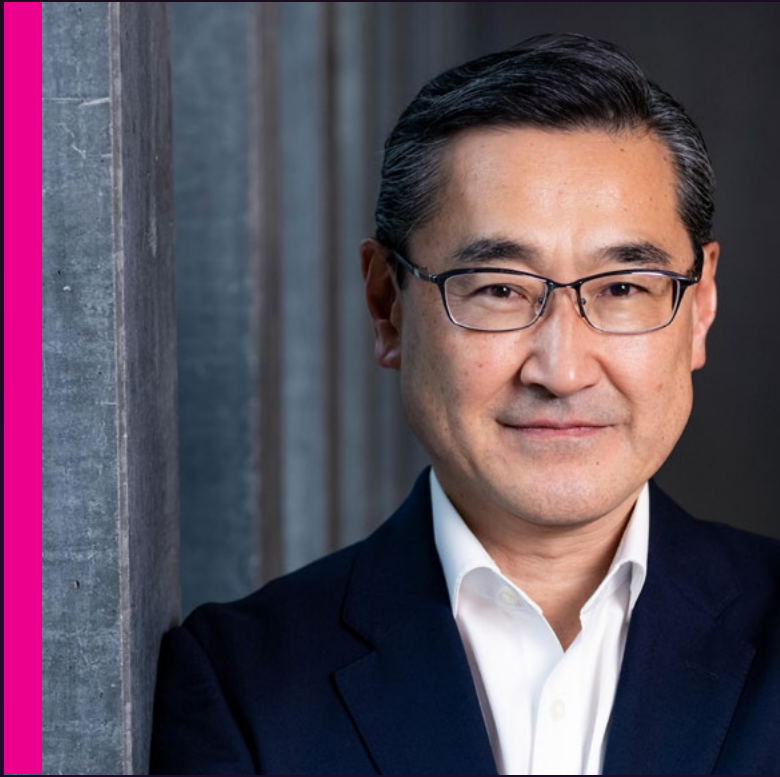


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Takuya Aoyama

Vice President for Development
Hyatt International



Takuya Aoyama is Vice President for Development with Hyatt International (EAME) LLC, responsible for expanding Hyatt's portfolio of brands in the markets of Central & Eastern Europe, the Balkans, and the CIS.

Takuya has been working in the field of real estate and hotel development since the early '90's and held positions with companies including European Bank for Reconstruction and Development, Holiday Inn Worldwide, Andersen and Starwood Hotels & Resorts. Since joining Hyatt, Takuya has successfully negotiated and closed over 35 management and franchise deals, including Hyatt Regency Aro Palace Brasov, Hyatt Place and Hyatt House Bucharest Pipera, Hyatt Regency Tirana, Andaz Prague, Parisi Udvar Budapest, Hyatt Regency Kotor Bay, Hyatt Regency Zadar, Hyatt Regency Novi Sad, Hyatt Regency Sofia and Hyatt all-inclusive collection properties in Bulgaria.



James Chappell

Global Business Director
Horwath HTL



Originally from the world of advertising, James started in the hotel business in the best possible way, by accident, and has never left. James did a three-year management trainee course at the famous boutique hotel, Lydmar, in Stockholm before leaving to join consulting firm Overlook Hospitality Management. James was Managing Director of The Bench for 5 years before becoming Managing Director of STR Global. A regular speaker at conferences and on TV (CNN, BBC) and others talking about the industry.



Marius Gomola

Managing Director
Horwath HTL Hungary



Marius is passionate about the world of investments centred around hotels, resorts, themed attractions and culinary experiences. He has been involved in hundreds of projects from the Americas through Europe to the Middle East and Asia. The real estate cycle has re-focussed Marius' activity to hotel transactions, acquisition due diligence, branding and concept development in the CEE, Caucasus and beyond. Marius launched the first Hotel Investment Platform (HIP) in 2020.



Brigitte T. Gruber

Managing Partner
Horwath HTL Austria



Prior to her consulting life, Brigitte has been working in Executive Positions for international Firms like Kempinski, Corinthia and Hilton Hotels. Over 10 years, she has been working on tourism projects across Austria, Germany, Hungary, Czech Republic, and Russia, supporting hotels in developing new strategies, helping to optimize revenues and increase profits. Since 2020 her company is part of the Horwath HTL international network, offering all areas of hotel and tourism consulting. Brigitte is an external lecturer at Modul University Vienna, a member of the Advisory Board of Hospitality Sales and Marketing Association International (HSMAI) Europe and a Cornell Society member.



Jean-Paul Herzog

Hotelier

Jean Paul is a board level executive with 18 years' experience in senior business and operational management roles for Hilton Worldwide in Europe, Middle East and Africa. Jean-Paul has deep expertise in all aspects of operations, strategy, business management and corporate development within the hotel industry. He has extensive expertise in owner/operator, management, franchise and lease business models. He has directly led and managed the pre-opening, opening, take-over and integration of hotels and chains, negotiation of hotel agreements, post-acquisition integration, and preparing hotel chains for disposal.



Ilan Rudich

Managing Director,
IR Hotels & Resorts

Ilan Rudich is a veteran hotelier with over 40 years of experience within the international hospitality industry. Currently he is the Managing Director of IR Hotels & Resorts. Specialising in sale and lease-back arrangements, Mr. Rudich has established excellent business relationships with core international private investors, banks, hotel companies and investment fund houses. His projects are based worldwide including: Europe, Africa, Middle East and America. Currently IRH&R are supervising a hotel operation in Monaco.

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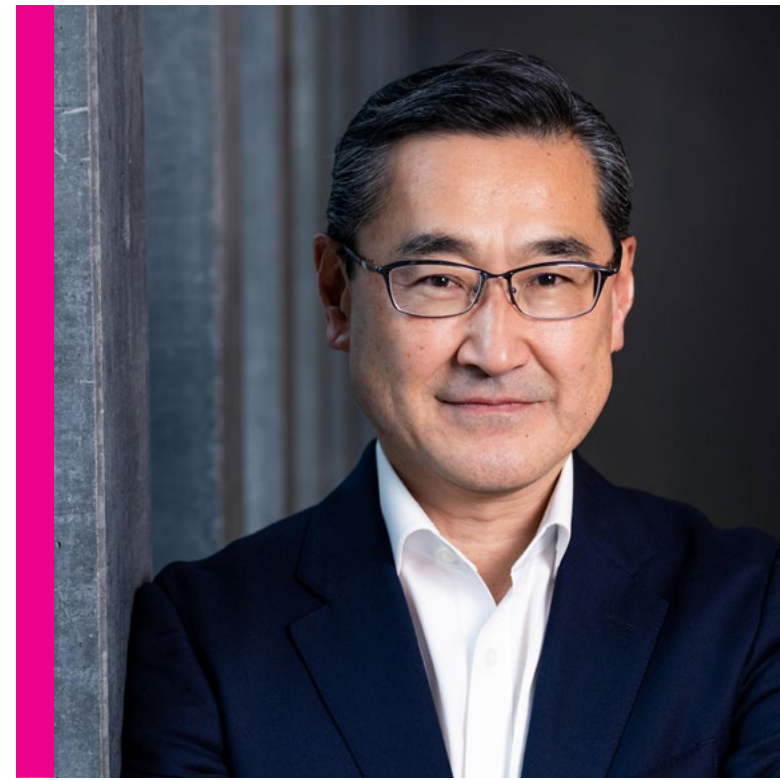


ALAN ADOJAAN

Founder & CEO
Yanu



ALAN ADOJAAN – CEO and Founder of Yanu, boasts a diverse background with roles ranging from first PR officer in the Defense Forces to managing Estonia’s leading nightclubs Decolte, Atlantis, Sunset, popular bars Püssirohukelder, ZumZum, Manna la Roosa and restaurant Tai Boh, running those venues over 15 years. Alan has worked in the first Estonian digital media agency Halo in 1997 as Account Manager, being the Sales Manager of Future Media, Digital Media Director at the leading advertising agency Idea (now Havas) and Marketing advisor to FCR Media (representative of Google and FB) in Estonia. He also has worked for many media outlets: all TV stations (ETV, TV3, Kanal2), being the editor for the biggest magazines and newspapers of Estonia and working as a radio DJ for 5 years in Power Hit Radio, while actively DJing in clubs. Alan has run a photo production company, producing 11K photos for Corbis/Scanpics. Written two books and a popular TV series scenario. With degrees in Communications Science & PR from Norgaard’s, Tartu and Tilburg Universities and extensive global living experience, Alan possesses deep insights into the hospitality and entertainment sectors, leveraging his skills to unite teams and articulate ideas effectively. Over the last nine years, without an engineering background, he has led the company towards success, actively participating in every aspect of the company.



Takuya Aoyama

Vice President Development
Hyatt International (EAME) LLC



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Andreea Bălaj

General Manager
Transilvania Trek

TransilvaniaTrek

With more than 20 years’ experience in the hotel industry, alumni of Ecole Hoteliere de Lausanne and London Business School, Andreea is a strong supporter of the hospitality development in Romania and CEE. She has worked in several cities in Romania, introduced global brands in the local market and launched several hotels in different destinations. In her current role at Transilvania Trek she is overseeing the development of hotel and mixed-use portfolio in Romania – from city centre properties to historical building reconversion to luxury hotel and recovery of 5 ha mountain resort.



László Bene



Director Sports Advisory & Hospitality Partnerships
Horwath HTL Hungary

I joined Horwath HTL Hungary in 2018 and had the chance to work on countless hospitality development projects in the region as a consultant. In 2022 I followed my lifelong passion and started my career within the sports industry overseeing the sales & sponsorship efforts of one of the most successful sport's organizations in Hungary, Ferencváros Football Club.

In 2025 I re-joined the company in a never-before-seen role within the global network, as Director of Sports Advisory & Hospitality Partnerships. I believe that the impact of sports can only be underestimated both economically and emotionally, and we definitely cannot neglect it when it comes to hospitality. HOTCO has always been a pioneer event and a beacon for the industry, therefore I am with great excitement looking forward to introducing the world of sports to the audience in Vienna.



Gitta Brueckmann



Vice President Corporate Social Responsibility
 EMEA & Government Affairs Europe
Marriott International

Gitta Brueckmann has been appointed as Vice President Corporate Social Responsibility EMEA & Government Affairs Europe at Marriott International in January 2025 and is based in Frankfurt/Eschborn.

Gitta brings more than 40 years of hospitality experience which commenced in Berlin at the Bristol Hotel Kempinski Berlin. Her journey with Marriott International started in 1986 at the Boston Marriott Newton Hotel as Food & Beverage Management trainee. Gitta held various on-property operational roles at Marriott properties in Vienna, Hamburg, Warsaw, and Frankfurt and served as General Manager at the Munich Marriott Hotel. From 1997 onwards Gitta worked on various above property roles such as Area Director of Sales & Marketing for Germany, Austria and Switzerland, Area Vice President for Germany, Austria and Switzerland and Area Vice President for Western Europe. Gitta is known as a passionate hotelier with vast experience in senior leadership positions, a motivational leader, with a strong track record both, commercially and operationally.



Dr. Christian Buer



Managing Partner
Horwath HTL Germany, Austria and Switzerland

After his studies at the University of St. Gallen (HSG), Prof. Dr. Christian Buer started his career at Steigenberger Consulting, where he completed his PhD in the field of hotel leadership and hotel processes. This was followed by positions at the joint venture Arabella Sheraton as Group Director Marketing Services & Development and the Fundus Group as responsible for their hotels (Managing Director).

As professor at Heilbronn University he leads the Department of Tourism Management and is co-founder of the Institute for Tourism, Travel & Hospitality. Christian Buer is closely associated with the Nemis Group (Nemis Hotels including moxy brand) and Managing Partner at Horwath HTL Germany, Austria and Switzerland, hotel development. His vision is "to generate value for the next generation".

Christian Buer is a member of the jury of the German Hotel Young Talent Award. He is Founder & Chairman of the Heilbronn Hospitality Symposium and Honorary Chairman of the Tunisian Hospitality Symposium in collaboration with Cathage University, Tunis.



James Chappell



Global Business Director
Horwath HTL

Originally from the world of advertising, James started in the hotel business in the best possible way, by accident, and has never left. James did a three-year management trainee course at the famous boutique hotel, Lydmar, in Stockholm before leaving to join consulting firm Overlook Hospitality Management. James was Managing Director of The Bench for 5 years before becoming Managing Director of STR Global. A regular speaker at conferences and on TV (CNN, BBC) and others talking about the industry.



Laurent Clavilier



Vice President of Design and Technical Services
Accor

With over 30 years of experience spanning various locations, roles, and building types, Laurence Clavilier has dedicated the last 20 years to working in a variety of roles across Eastern Europe. Currently, he holds the position of Vice President of Design and Technical Services, overseeing projects in more than 22 countries in the region. He is deeply involved in every stage of a project, from the development phase through to the public opening. His in-depth expertise includes systems processes, procurement, IT and project management, all of which are integral to his work with Accor.

He is recognized for his ability to see the big picture while translating complex requirements into manageable tasks for his team. Managing geographically dispersed teams across multiple sites and countries, he has a proven track record of achieving exceptional results. His core expertise lies in construction, renovation and maintenance.



Edoardo Colombo



President
Turismi.ai

Innovation expert specialised in the digital transformation of tourism for Public Administration and businesses.

President of Turismi.ai the Italian Association for Artificial Intelligence in Tourism dedicated to the promotion of innovation in the tourism sector through the use of artificial intelligence.

He collaborates with ANCI, Associazione Città dei Motori, EDI Confcommercio and is a member of the Board of Directors of Trentino Holidays the tour operator of UNAT the Union of Trentino Hoteliers.

He is a member of the Committee of Experts of the evaluation nucleus of the European Capital of Smart Tourism and at the Presidency of the Council he has been advisor to the Task Force for the Digital Agenda and a member of the Board of Directors of the Agency for the dissemination of innovation technologies.



Piervittorio Farabbi



Chief Operating Officer
Tirana International Airport

Piervittorio Farabbi is the COO of Tirana International Airport (TIA), the fastest growing airport in Europe in 2025 (source ACI Europe). At TIA, supported by a professional and diverse team, he oversees airport operations, facility management and infrastructure development, with a key focus on stakeholder management and passenger experience.

Prior to returning to Europe to take on Director General/Accountable Manager roles at EASA-certified aerodromes, Piervittorio was on staff at IATA, as its worldwide manager for CNS/ATM consulting initiatives. In this role, he had the opportunity to oversee project implementations in South and Central America, Africa, Asia and the Middle East. During his tenure at the Landrum & Brown office in Chicago, he was part of its technical consulting team, with projects ranging from capex programs to airport privatizations to facility planning.

An Italian native, Mr. Farabbi completed a post-graduate degree in Aerospace Engineering at Politecnico di Milano. In addition, he attended the Master in Aeronautical Science at Embry-Riddle Aeronautical University, in Daytona, Florida.



Balázs Fóti



Director, Hotel Development and Portfolio
WING

Balázs Fóti joined WING in 2014, and since 2019 he has been leading the hotel business as the director responsible for hotel development and portfolio. He has extensive experience in hotel and property management. He holds a Master's degree in Foreign Trade from the Budapest University of Technology and a Master's degree in Tourism Management from the Budapest University of Economics and Business. He speaks English, German and Russian.



Ariane Frank-Meulenbelt

Managing Director
gpticketshop.com



Ariane Frank-Meulenbelt is a trailblazer in motorsport, serving as the promoter of the Formula 1 Hungarian Grand Prix and CEO of Hungaroring Sport Zrt. Her journey began at 14, assisting her father, Tamás Frank, the race promoter in 1994. In 2012, she succeeded him, becoming the sole female F1 race promoter until 2023. Under her leadership, the Hungarian GP became a cornerstone of the F1 calendar, celebrating over 39 consecutive years. Ariane also leads gpticketshop.com, revolutionizing F1 ticketing globally. A mother of two, she champions women in motorsport, balancing innovation, advocacy, and family life, while driving the modernization of Hungary's iconic Hungaroring circuit.



Oliver Fritz



Senior Economist

Austrian Institute of Economic Research (WIFO)

Oliver Fritz is a senior economist at the Austrian Institute of Economic Research (WIFO) in Vienna. He has received a master's degree in economics from the University in Graz and a doctoral degree in Economics from the University of Illinois at Urbana-Champaign, USA. Before joining the Austrian Institute of Economic Research in 2001, he held the position of a Senior Economist at the Institute of Technology and Regional Policy of Joanneum Research. Being involved in numerous national and international research projects, his research currently focuses on tourism economics and policy. Oliver Fritz was delegated by the Austrian Federal Government to the expert commission for tourism and agriculture of the ERP fund. Furthermore, he is a lecturer at several Austrian universities and the Executive Secretary of the International Input-Output Association.



Jonathan Genah



Senior Vice President of IT and CTO

Radisson Hotel Group

Jonathan Genah is the Senior Vice President of IT and CTO at Radisson Hotel Group. He leads IT Security, Enterprise Architecture, and Data & Analytics, driving efficiency in business operations and fostering a culture of innovation and continuous improvement. With over 20 years in digital transformation, he excels at aligning technology strategies with business goals and driving growth through optimal IT product development. He has spent more than a decade in data and analytics across various sectors. Recently, he has focused on AI programs to generate business value from this disruptive technology.



Marius Gomola



Managing Director

Horwath HTL Hungary

Marius is passionate about the world of investments centred around hotels, resorts, themed attractions and culinary experiences. He has been involved in hundreds of projects from the Americas through Europe to the Middle East and Asia. The real estate cycle has re-focused Marius' activity to hotel transactions, acquisition due diligence, branding and concept development in the CEE, Caucasus and beyond. Marius launched the first Hotel Investment Platform (HIP) in 2020.



Gilles Granger

SVP Business Development EMEA
D-EDGE



International business leader with +20 years of experience in building and leading agile teams, focusing on Sales. With an in-depth knowledge of the hotel industry and technology, Gilles Granger – SVP Business Development EMEA for D-EDGE – helps hoteliers optimise their online distribution.



Brigitte T. Gruber

Managing Partner
Horwath HTL Austria



Prior to her consulting life, Brigitte has been working in Executive Positions for international Firms like Kempinski, Corinthia and Hilton Hotels. Over 10 years, she has been working on tourism projects across Austria, Germany, Hungary, Czech Republic, and Russia, supporting hotels in developing new strategies, helping to optimize revenues and increase profits. Since 2020 her company is part of the Horwath HTL international network, offering all areas of hotel and tourism consulting. Brigitte is an external lecturer at Modul University Vienna, a member of the Advisory Board of Hospitality Sales and Marketing Association International (HSMIAI) Europe and a Cornell Society member.



Harald Hafner

Member of the Board
Travel Industry Club Tourismus



65 years old, I served the hospitality and tourism industry for more than 40 years. At Hilton International, my career took me from a sales representative to an area director of marketing. After 4 years as a managing director and marketing expert in destination management, I started my marketing consultancy "hotmama" (hospitality & tourism marketing management) in 1994. I also lecture marketing at colleges, universities, academies and adult education. I hold Nanodegree Certificates for Digital Marketing, Business Analytics as well as Data Science for Management and Coding (SQL, HTML, CSS, Python, Javascript). I am currently studying Philosophy with a focus on digital humanism as well as educational science with a focus on EduTech applications at the University of Vienna.



Fabian Haupt

Senior Director – Real Estate & M&A
FLE GmbH



Fabian Haupt leads the Investment and M&A department at FLE GmbH, with over a decade of experience in real estate and M&A. He holds an MSc from the University of Vienna and the London School of Economics and Political Science, holds a certificate from IREBS, and is a member of the Royal Institution of Chartered Surveyors (MRICS). Fabian began his career at PwC Vienna, gaining extensive experience in FS Deals and Real Estate M&A. At FLE GmbH, he headed the investment department as Investment Director, driving European acquisitions and portfolio strategies. Since 2023, he has served as Senior Director, leveraging his strategic leadership and market expertise to deliver sustainable growth and value.



Mark Hennebry

Hotels Director
CP Holdings



Mark Hennebry is the Hotels Director for CP Holdings responsible for the portfolio of 45 hotels owned and operated under two distinct brands; Danubius Hotels and Ensana. Danubius is the leading operator in Hungary predominantly in city centre and resort locations. Ensana is Europe's largest health spa hotel operator located in 6 countries principally in Central Europe. Mark has a background of over 25 years in the hotel, spa, financial and private equity sectors across management, operational and financial roles in Europe, Asia and the U.S.



Zsolt Hintenberger

Managing Partner
Realiscon



Zsolt is the founding partner of Realiscon, a member of RICS and holds a PMP credential. He gained experience in a multicultural milieu over 30 years in public infrastructure, environmental and real estate development projects. Since its foundation, Zsolt with Realiscon has set up a high-profile client portfolio of the most valuable property asset types, such as hotels, offices, residential, logistics and public institutions. Realiscon provides feasibility studies, development management, project management, quality control, TDD, BREEAM, LEED and LCA assessments, ESG consultancy, EU Taxonomy advisory services. It also offers design services for wetlands, public utilities, sewage water treatment plants, harbour and hydro PP in Europe and Central Asia. Zsolt is committed to strengthening biodiversity and regularly participates voluntarily in wetlands monitoring activities.



Ufi Ibrahim



Founder and Chief Executive
Energy and Environment Alliance

Ufi Ibrahim is the Founder and Chief Executive of the Energy and Environment Alliance (EEA), a global coalition of investors, asset managers, and operators representing over 40,000 hotels and lodging assets worldwide. Under her leadership, the EEA collaborates with regulators, institutions, and leading organizations such as BREEAM, CRREM, and King's Business School to drive the hospitality industry's transition to Net Zero emissions and advance environmental, social, and governance stewardship. The EEA has established itself as a global thought leader, advocating for robust, timely, and financially viable sustainability within the sector.

Ufi also serves on the Board of the Lamington Group, a prominent investment company that owns and operates serviced apartments and hotels across Europe. Additionally, she is a Board Director and Commissioner at the Food, Farming and Countryside Commission, where she oversees critical policy and legislative issues shaping the future of UK food, agriculture, and rural landscapes.

From 2010 to 2018, Ufi was Chief Executive of the British Hospitality Association (BHA). Earlier in her career, Ufi was Chief Operating Officer of the World Travel & Tourism Council (WTTC) from 2000 to 2010.



Zhivko Ivanov



Asset Management & Hospitality Director
Galaxy Investment Group Ltd

Zhivko Ivanov holds the position Asset Management & Hospitality Director at Galaxy Investment Group Ltd. since 2012. In this role he is responsible for all the hotels under the management/ownership by Galaxy Investment Group, including the five-stars city properties – Hilton Sofia and InterContinental Sofia – with 450 keys, as well as the seaside business of the company – consistent of 5****, 4**** and 3*** hotels with more than 1 200 keys. Prior to joining Galaxy Investment Group, Zhivko Ivanov was Commercial Director of the first private Bulgarian hotel chain – Sharlopov Hotels JSC, owning and operating hotels in Bulgaria and Germany. The start of his professional path in hospitality and tourism industry is back in 2004 as part of Hilton Sofia team. He also used to be a travel agent and part of the leading Bulgarian tour operator – Bohemia.



David Jenkins



Vice President Business Development
Radisson Hotel Group

In the region since 1995, David Jenkins joined the Radisson Hotel Group in 2015 as Vice President Business Development and now covers Balkans, Baltics and CAC (Central Asia & Caucuses). This followed on from a 10-year period as one of the most respected hotel consultants in the Russian market with JLL, Cushman & Wakefield, DTZ and Horwath. Prior to consulting, David spent 8 years with Interstate in Moscow working in operations for the 3 Marriott/Interstate properties. David has a degree in Hospitality Management and now has over 30 years of experience in the industry from operations, consulting and development.

In recent years David has signed multiple hotel agreements in Romania, Serbia, Bulgaria, Croatia, Hungary, Kosovo, Montenegro, Georgia, Ukraine, Russia, Estonia, Latvia and Lithuania amongst others.



Susanne Kraus-Winkler

State Secretary for Tourism

Federal Ministry of Labor and Economy in Austria

Susanne Kraus-Winkler is a longstanding entrepreneur and industry representative in the Hospitality Industry with 45 years of practical experience in the hotel and restaurant business as well as in tourism consulting, hotel development and academic lecturing. She was a founding partner of the LOISIUM Wine & Spa Resort Hotel Group, with the LOISIUM Wine World in one of Austria's leading wine regions, 2 wine & design hotels in Austria and 1 wine hotel project in Champagne / France. In addition she was or still is a shareholder of several hotel management and tourism consulting companies such as Harry's Home Hotel group, Kohl & Partner Consulting and was Advisory board member of MRP-Hotels, a Tourism consulting company in Europe.

Susanne Kraus-Winkler, has been a Member of HOTREC Executive Committee since 2004, Vice-President since 2010 and was President from 2015 to 2018 representing the European Hospitality industry at EU level in Brussels. She held several further positions in the management board of tourism representations in Austria and at EU level and is member of the Austrian chapter of the Royal Institute of Chartered Surveyors (MRICS). Among other, she was President of the Austrian Professional Hotel Association within the Austrian Economic Chamber (WKO) representing 16.000 hotels in Austria.

In May 2022 Susanne Kraus-Winkler was appointed as State Secretary for Tourism in the Federal Ministry of Labor and Economy in Austria. Therefore she resigned from all management and supervisory board positions for the time during her political activity.



Piotr Kuffel

Head of International Expansion Office

BGK



More than 15 years experience in corporate banking and structured finance. In BGK he is responsible for export finance as well as financing of capital expansion of Polish entrepreneurs (incl. M&A, bonds, project finance). He structured and participated in various cross border transactions also with Export Credit Agencies, i.e. CAPEX financing (incl. hotel projects) and M&A in Europe (UK, France, Germany, Greece, Ukraine), Asia (China, India), North America (USA, Canada, Mexico).



Jordi Kuijt

Hotelier

Jordi Kuijt is a seasoned luxury hospitality leader with over two decades of international experience. As the former CEO of Silk Hospitality, leading hospitality company in Georgia (a position he held for >6 years until December 2025). >2000 Team members, >13 Hospitality venues, ranging from Hotels, Restaurants, Casinos and Entertainment Venues. Jordi spearheaded Silk Hospitality's transformative growth, managing iconic venues and establishing benchmarks for excellence in guest experience and stakeholder value. His expertise spans strategic planning, talent development, asset management, and operational optimization, delivering exceptional financial performance and award-winning guest satisfaction. Jordi's career includes senior roles with Radisson Hotel Group and entrepreneurial success as a multi-award-winning restaurant owner. A Cornell University alumnus, he is passionate about fostering innovation, building high-performing teams, and driving the future of luxury hospitality.



Markus Lehnert

Senior Vice President
Marriott International



Markus Lehnert started his career in hospitality more than 40 years ago, and he has been with Marriott International for the last 25 years. As Senior Vice President, he leads Marriott's affiliation efforts across Europe Middle East and Africa. Previously, he oversaw the development of Marriott's select service brands in EMEA and for creating and building the limited-service team for the region. In the past he was also responsible for the development in different European regions including Germany, Austria, Switzerland, Benelux, Scandinavia, Eastern- and Southeast Europe and Greece. He was also instrumental in the development and roll-out of the Moxy brand. Before joining Marriott, Markus was a hospitality consultant with PKF in London for three years, and before that held operational positions for 13 years at various world-class hotels, among them the Breidenbacher Hof in Düsseldorf and the London hotels The Berkeley, Claridge's and the The Lanesborough. Markus lives in Switzerland.



Angela Lille

Lead Sustainability Working Group
BT4Europe



Angela Lille is a founding member of BT4Europe, the European Network of Business Travel Associations. BT4Europe unites leading National Business Travel Associations across Europe to represent the business travel industry at local, regional, and pan-European levels. It focuses on the customer journey of business travelers, giving a voice to thousands of corporations and millions of business travelers. BT4Europe bridges the gap between business travel users and decision makers in governments, legislation, and other institutions.

Angela is a distinguished leader in the business travel industry, known for her expertise and commitment to sustainability. She advocates for business travel requirements and leads the international Sustainability Working Group at BT4Europe. In Austria, she leads these initiatives through ABTA, where she serves as Vice President of the Austrian Business Travel Association.

At Erste Group in Vienna, Angela serves as Head of HR Systems and Travel Management at Erste Group Services. Her experience encompasses the development and support of HR systems, managing operational HR tasks such as payroll processing, transformation processes, procurement, project management, but also strategic and operational travel and expense management. Angela is a driving force behind digital transformation and the integration of sustainable practices in business travel.



Martina Maly-Gärtner

COO, Member of the Board
UBM Development AG



Martina Maly-Gärtner, MRICS, joined the Managing Board of UBM Development AG as COO September 2021 and is responsible for the areas hotel development and operation, interior design, human resources and insurance. As part of her international career, she has been accountable for the international hotel portfolio and strategy development of Arabella Hospitality with its head office in Germany as COO since 2018. Prior to that, she led the European-focused tourism consulting and hotel development company Michaeler & Partner in Vienna as Managing Director for 8 years. In addition, Maly-Gärtner has 10 years of operational hotel management experience in America, the Middle East and Europe with internationally recognised hotel chains. As Chair of ESG she is part of the board of HAMA Europe and continuously shares her experiences through lecturing, key notes as well as mentoring programs for young female professionals.



Miguel Martins



Head of Development - Northern Europe
IHG Hotels & Resorts

Miguel Martins is the Head of Development for Northern Europe at IHG®, one of the world's leading hotel companies. He is responsible for leading and developing IHG's brand portfolio across Northern Europe, covering 23 countries, and identifying new business opportunities.

Miguel and his team work collaboratively with development partners to deliver value for both franchised and managed hotels across luxury, upscale and mainstream brands. In his tenure with IHG, he has since signed over 45 new deals across the Northern Europe region.

With extensive international experience in hotel development and hotel operations, he has been involved in over 20 projects in Europe, including Portugal, Spain and Poland. Prior to joining IHG in 2015, Miguel co-founded Polish Hotel Company, a strategic growth Partner, responsible for the roll out of some of IHG's most well-known brands in Poland, such as Holiday Inn, Holiday Inn Express, Hotel Indigo and Crowne Plaza.

Miguel also worked as a Senior Consultant at an international hotel & asset management company based in Portugal where he was involved on various projects under local and international brands and experienced several functions in hotel operations.



Erol Milo



Head of Commercial Real Estate
STRABAG Real Estate

In his 14 years at STRABAG Real Estate, Erol Milo has had an impressive career, from project developer to his current position as authorized signatory and head of the team commercial real estate. With a focus on CEE, particularly in Poland, he has successfully proven himself in team and organizational development. A highlight of his career was the development of Motel One in Tamka (Poland) in 2016. Since 2017, he has acted as an authorized signatory and brings his diverse skills to the company in various commercial and acquisition roles. His experience spans a wide range of projects, with a particular focus on hotel and office developments, including the Moxy hotel project on Nottendorfer Strasse and Square Two in Vienna. Erol Milo is known for his extensive expertise and excellent network in the property sector.



Paweł Nowakowski



Founder & CEO
PNConsulting

Paweł Nowakowski is a founder and CEO of the boutique real estate advisory, PNConsulting. He has fifteen years' experience in the commercial real estate market, advising clients on real estate acquisitions and disposals in Poland and Central and Eastern Europe. He is specializing in hospitality sector, supporting hotel chains in expanding their operations across the CEE region, as well as advising hotel developers and investors on their investment and divestment strategies. Previously, Paweł was a Head of Capital Markets in real estate consulting firm, Cresa Poland. Before that, he led the transaction and strategic advisory team in the real estate advisory department of EY. He had also been employed by real estate consultancies like CBRE and King Sturge, and strategic advisory firm, A.T. Kearney. Paweł graduated from the Warsaw School of Economics. He is also a property valuer and an MRICS.



Anita Paic

Director
B2B Management & Vienna Convention Bureau



Anita Paic has been leading the B2B Management department at the Vienna Tourist Board since March 2025. In this role, the strategic marketing communications expert oversees the international positioning of Vienna as a leading travel and meeting destination in the B2B segment.

Previously, she held management positions at FMTG Falkensteiner Michaeler Tourism Group, Sacher Hotels, Marriott International, and Vereinigte Bühnen Wien. A committed lifelong learner, Anita earned an Executive MBA from the Vienna University of Economics and Business and a Master's in Business and Organizational Psychology from Danube University Krems.

With her extensive network and experience in Vienna's visitor economy and the global tourism industry, Anita is dedicated to strengthening Vienna's successful position as a premier destination for business and leisure.



Philipp Patzel

Head of Hospitality
BWM Designers & Architects

Long time hospitality and experience design aficionado. Developed and managed pioneering hospitality products. Among them, genre-defining Hollmann Beletage as well as artist's and designer's haven Altstadt Vienna. Shares „Tourism Product Development“ insights with his students as university lecturer and how to experiencecharacter(.com) as former president of a unique collection of historic hotels and creative minds. Met BWM as Director of Hospitality during his last assignment at Esterházy, tasking the Vienna based architectural office with a landmark hotel project. And then switched sides. Philipp now oversees and coordinates all hospitality developments of BWM Designers & Architects. “Makes guests turn off their auto pilot.”



Kathrin Proprentner

Partner
Crowe SOT GmbH



Kathrin Proprentner is a partner at Crowe SOT GmbH in Austria where she has established herself as an expert in ESG matters. With many years of experience in the tax and auditing sectors, the certified ESG expert now heads the firm's auditing department. Kathrin and her team are currently developing the business area of auditing sustainability reports of medium-sized companies, guiding clients through the complexities of ESG compliance. Her expertise is particularly vital as companies navigate the new challenges posed by the CSRD. Her current focus is on preparing companies in order to assess the auditability of the relevant processes and documentation step by step. In addition to her practical work, she contributes to the further development of the profession as a member of the Crowe Global Network working groups and national expert committees.



Maria Puetz-Willems

Editor-in-chief
HospitalityInside



Maria Puetz-Willems is editor-in-chief of the trade magazine www.hospitalityinside.com: a medium according to journalistic standards, online only, bilingual (German/English) and free of adverts for the sake of credibility. HospitalityInside has readers in 20 countries, half from property/finance and half from operations with most readers in leadership positions (C-level). With the HospitalityInside Think Tank (HITT), the publisher also launched a thought leadership event for sustainability & innovation. She's also a co-founder of the new Europe-focused Unconference format Hotels Tomorrow which will premiere in Paris in June 2025. Prior to HospitalityInside, Maria worked for 15 years as a freelance journalist for international media from the business, lifestyle and hotel trade press.



Ulrike Rabmer-Koller

Chief Executive Officer
Rabmer Group



Ulrike Rabmer-Koller is the CEO of Rabmer Group, an Austria-based company active in construction and environmental technology, emphasizing sustainability in water and energy efficiency, wastewater solutions, and renewable energy. With over three decades of leadership experience, Ulrike has been at the forefront of driving innovation and sustainability. She is serving as a European Climate Pact Ambassador and was active as a member of prestigious EU advisory groups, including the Industry Strategy 2030 Expert Group and the High-Level Group for Key Enabling Technologies. Ulrike is dedicated to advancing sustainability in the hospitality sector and serves as Co-Chair of the Supply Chain Optimization Committee for the World Sustainable Hospitality Alliance. Her commitment to sustainable development is further reflected in her long-standing involvement in representing businesses at regional, national, and European levels as Vice President of the Austrian Chamber of Commerce and President of SME United, the Voice of 22,5 Mio. SMES in Europe. She also holds the role of Honorary Consul of Belgium.



Attila Radvánszki

Partner
Horwath HTL Hungary



Attila Radvánszki, Partner at Horwath HTL Hungary, has shaped over 135 tourist projects in the CEE Region over the last decade. An IBS Budapest alumni with Honours in Travel & Tourism Management, he combines hotel operations expertise from Europe with a Cornell-backed real estate investment acumen. Attila authors articles on tourism trends and leads vital payroll surveys in Budapest's luxury hotel segment, bringing a rich, global perspective to this conference as moderator of the panel discussing the importance of Human Capital.



Michael Regner

Founding Partner
ECHO Partners AG



Michael is the co-founder of ECHO Partners AG and responsible for Portfolio Management.

Michael is also the founding partner of MRP Hotels – a leading specialist advisory firm in the hotel business – with more than 15 years senior executive experience in the international hotel business.

He is a specialist in finance with many years of expertise in operational and strategic controlling and primarily responsible in the areas of Consulting & Coaching, Performance Management and in strategic hotel and portfolio development.

Michael has an unparalleled network across and knowledge of the hotel industry in Europe and has a track record of hotel assets purchased for institutional investors.



Frank Reul

VP of Development
Accor Eco, Midscale &
Premium Brands in Eastern Europe, Balkans, Italy & Greece



Frank has been the VP of Development for Accor Eco, Midscale & Premium Brands in Eastern Europe, Balkans, Italy & Greece since 2023. He brings extensive experience in hotel management and operations. Starting his career in 1988, he spent over 20 years at Accor in various senior operational roles (F&B Director, Operations Manager, General Manager) across countries including Belgium, Russia, United Kingdom, and Turkey, before being appointed Area General Manager for Lithuania, Latvia and Estonia. In 2014, he became Area General Manager for Romania, Bulgaria and Macedonia where he oversaw operations and development, including projects in the Balkans and Croatia. In 2017, he was appointed Head of Development for Orbis/AccorHotels in Eastern Europe, and in 2018, he became VP of Development for Accor Eastern Europe.

Fluent in Dutch, English, and French, he also speaks German. He is an avid fan of history, wines, and Arsenal.



Alex Robinson

Director, Industry Partners
STR



Alex is a Director at STR, based in London, and leads a team focused on driving business with hotel stakeholders across Europe. He began his career in New York, gaining experience in fixed income with Lazard, Merrill Lynch, and Scotia Capital. He then moved into the hospitality industry when he joined Expedia's sales and development team, working in both their New York and San Francisco offices. Alex subsequently moved to London for HotelTonight, with responsibility of managing partnerships with global brands and industry organizations. He joined STR in August 2016.



Katica Šamija

Human Resources Group Director
Aminess Hotels & Resorts



Katica Šamija is a passionate and accomplished HR professional with expertise in talent management and learning & development, acquired in distinguished international organizations. As the newly appointed HR Director at Aminess Hotels & Resorts, the fastest-growing hospitality firm in Croatia, she plays a pivotal role in the company's exciting growth phase, driving its people strategy and setting the foundation for future success.

Katica's diverse experience across various industries, coupled with her career progression from project management to human resources, has shaped her leadership approach to organizational design and HR practices. Her commitment to excellence and forward-thinking mindset further enhance her impact. She holds a PhD in Communication and Information Sciences and is dedicated to fostering supportive work environments, leveraging technology in HR, and developing people-centric processes.



Michael Saran

Chairman
Odien



Mr. Saran is the founder of Odien, a leading regional real estate development and asset management firm in Central and Eastern Europe. Odien invests in real estate properties and developments, private equity and special situations. Odien is primarily engaged in residential and hospitality developments and management of these assets. Its flagship projects include the 66-hectare Avia City mixed used development project in Prague and the 378 room, five star, Grand Hotel Lav & Marina in Split, Croatia. Prior to founding Odien as an investment firm in 2004, Mr. Saran worked in private investment firms in London, Boston, and Prague. Mr. Saran is also the founder of Sport2Life, a foundation aimed at supporting the education, development and health of youth through their participation in organized sports. Mr. Saran graduated from Stanford University with two B.A degrees in Economics and International Relations and received his MBA from Harvard Business School. He is fluent in Turkish and German and conversant in Czech.



Felix Undeutsch

Co-Founder
hivr.ai



Felix Undeutsch is Co-Founder at hivr.ai, an AI-powered platform that automates the manual sales process for meeting and group bookings for hotels. By streamlining these complex, time-consuming tasks, hivr.ai enables hotel chains such as Minor Hotels Group and Radisson Hotel Group to respond more quickly to booking requests, increase conversion rates, and enhance customer satisfaction. Previously, Felix spearheaded similar innovations at Expedia, focusing on meeting and group sales automation. He holds a Master in Innovation and Entrepreneurship from HEC Paris and has been recognized with awards like the IHA Startup Award, the Fiylo Innovation Award, and the Freiburger Innovation Award for his tech-driven contributions to the hospitality industry.



Tiago Venancio

Managing Director
TREASURESTS Hospitality

TREASURESTS

With nearly two decades of experience in the hospitality industry, I have actively participated in hotel development and investment with major global hotel companies. My roles have spanned client-side, third-party management, and brand-side positions across Europe. This diverse background has equipped me with a comprehensive understanding of the entire hotel development cycle, enabling me to create substantial value for our partners and investors.

Currently, I collaborate with my partners at TREASURESTS Hospitality in Vienna in expanding our recently established niche lifestyle operating platform. Our mission is to drive innovative and design-focused hospitality concepts, delivering uniqueness, entertainment, vision, and profitability whilst maximizing value for our investors.



Vaclav Vochoska

Head of Private Equity
CIMEX GROUP



Václav joined CIMEX GROUP in 2010 and currently oversees international investments and strategic growth with focus on both portfolio and single asset investments. CIMEX GROUP is the parent company for OREA HOTELS & RESORTS, a hotel leader in Czechia.

Outside of Czechia, CIMEX boasts a sizable investment presence in upper-upscale/luxury assets, portfolios and operating platforms with regional focus on North and Latin America and Caribbean. Before joining Cimex, Vaclav pursued a diplomatic tenure with offices of the Consulate General of the Czech Republic in Los Angeles and the Embassy of the Czech Republic in Washington, DC. Vaclav also represented Czech Republic as a member of the Czech National Rowing Team. He holds a degree from University of California, Berkeley.



Marc P. Werner

Head of the Global Hotels,
Leisure & Gaming Group
Hogan Lovells

Hogan
Lovells

Marc P. Werner's experience in real estate transactions and real estate financing spans almost 30 years. In particular regarding his niche competence in the hotel industry, he is considered as the No. 1 lawyer in Germany. He is the "go to" lawyer if it comes to hotel management agreements, lease agreements, franchise agreements and the sale or purchase of single assets and portfolios in the hotel industry. Competitors, investors, banks, operators and real estate agents acknowledge him as "one of the best for hotels". He is widely known for his pragmatic and solutions-oriented approach and "his opinion counts; if he talks about market standards everyone believes him" (Chambers Europe). Marc P. Werner is Head of the Global Hotels, Leisure & Gaming Group of Hogan Lovells.



Andreas Westerburg

Head of Hotel Development,
Quality Assurance & Sustainability
BWH Hotels Central Europe



Andreas heads the hotel expansion of BWH Hotels in Central Europe since 2016. BWH Hotels Central Europe based in Eschborn/Germany, supports a total of around 230 individual hotels with 23,000 rooms in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.

Prior to joining BWH Hotels, Andreas has held executive commercial responsibilities for leading hospitality brands such as Hilton in Central and Northern Europe as well as for NH Hotels on global level where he took part in the acquisition and integration of 4 hotel groups, Astron Hotels in Germany, Framon Hotels and Jolly Hotels in Italy and Hesperia Hotels in Spain.

In his current position as Head of Hotel Development, Quality Assurance & Sustainability Andreas manages the expansion of BWH Hotels in 10 countries within Central Europe. Furthermore he is heading the quality assurance, design & sustainability disciplines focusing on best in class service, guest amenities and ESG initiatives. Andreas is a member of the company's global Brand Management Functional Team, where brand standards, design and quality for the global portfolio of brands are developed. He also oversees the implementation of ESG-certifications at each of the member hotels.



Thiemo Willms

Vice President Development DACH
Accor



Thiemo Willms has been Vice President Development DACH at Accor since January 2023. In this role he is responsible for the expansion of the Accor Economy, Midscale and Premium brands in Germany, Austria and Switzerland. Prior to this, he held the position of Director Development Central Europe since 2016.

Willms describes himself as a 'hospitality enthusiast' and has extensive industry experience: before joining Accor, Willms worked as an analyst for the JLL Hotels & Hospitality Group in London as well as for well-known and internationally renowned companies in the catering and hotel sector, including Do&Co in Vienna/Austria and Grand Hyatt Hotel in Beijing/China.

The passionate marathon runner studied at Henley Business School in Reading/UK, where he graduated in International Business. Before that, Willms studied at Hotelschool the Hague in the Netherlands.



Sean Woods

Head of Development
– DACH & Central Europe
Wyndham Hotels & Resorts



With a career spanning over two decades in both the hospitality and airline industries, Sean Woods is a seasoned hotelier recognized for his strategic leadership, innovative mindset, and unwavering commitment to excellence. Having worked with renowned luxury hotel brands in the UAE and Germany, he has driven results in challenging environments, demonstrating a strong ability to drive business growth and lead transformative change.

Currently, Sean heads the development efforts for Wyndham Hotels & Resorts, the world's largest hotel franchisor by count, across Central Europe. He oversees the expansion of Wyndham's portfolio in the German-speaking markets and the BENELUX region.

Notable achievements include the signing of the Ramada Encore in Munich—Wyndham's largest Ramada Encore in Europe with 366 rooms—and the Wyndham Grand Krakow, situated in the heart of the city's Old Town.



Ewelina Wozniak-Szpakiewicz

Chief Executive Officer
DMDmodular



Ewelina Wozniak-Szpakiewicz is the Chief Executive Officer at DMDmodular (Poland), an award-winning company focusing on housing and hospitality industries, delivering unique volumetric modular solutions to international markets.

Ewelina serves on Modular Building Institute's board of directors and is the European Council's Co-Chairman. She is also a leader of the R&D Consortium that has been selected for implementation of a multifamily, energy-efficient modular building within the EU funds. With a PhD in Technical Sciences, she is part of the Faculty of Cracow University of Technology. Ewelina has more than 12 years of experience in the modular industry.



Ike Thierry Zaengel

President and Owner
Debreceni VSC (DVSC)



Ike Thierry Zaengel is a businessman and international advisor, the president and owner of Debreceni VSC (DVSC), first division football club in Hungary. He began his career in the entertainment industry in 1989 and found international success as a communication consultant, producer and presenter. Ike Thierry Zaengel's portfolio includes prestigious names, such as KIIS FM Los Angeles, MTV USA International and Radio RDS. From 2002 on, Ike Thierry Zaengel has worked in the investment business, holding positions at high-profile firms in the Middle East, Colony Capital LLC, Q.I.A Qatar Investment Authority and CCI Capital Hong Kong. His extensive portfolio includes clients, such as Harrod's London, Miramax Film, Colony Capital & Paris Saint-Germain F.C., Accor Hotel Group, Porto Cervo and much more. During his tenure, the Middle Eastern firm's Group Operations value was over €600 million. In addition to his extensive list of accomplishments, he has been a close advisor to multiple members of Middle East royal families since 2002. Football Clubs: Paris Saint-Germain FC 2006-2011, Paris FC 2021, ACR Siena 1904 2021, Debreceni VSC (DVSC) 2022



Florian Zellmann



Head of Department Finance and Funding
Austrian Hotel and Tourism Bank (OeHT)

Florian Zellmann, MSc, born in Vienna, is an experienced manager in the finance and tourism sector. He serves as procurator at the Austrian Hotel and Tourism Bank (OeHT), leading the area of financing and funding (sales of subsidized financing programs). Additionally, he is also the CEO of Tourism Investment Services GmbH (TIS), where he is responsible for providing consulting services primarily for the public sector regarding financing decisions for tourism investment projects and tourism policy issues. He is also a lecturer at the University of Applied Sciences Vienna (FH Wien der WKW)



Markus Zwölfer

Deputy Head of Corporate
& International Finance
Oberbank AG

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Not like any other bank

Markus Zwölfer is deputy head of Corporate & International Finance of Oberbank AG and responsible for the corporate customer segment in the entire catchment area of the Oberbank (Austria, Germany, Czech Republic and Slovakia) with a particular focus on financing matters including project financing and leasing, especially in the tourism sector. Markus has been intensively involved in the tourism industry for more than 20 years. As a former senior tourism consultant and CFO of ETB Edinger Tourismusberatung and its affiliated resort hotels he is a proven tourism expert. Furthermore he acts as a court-certified expert for tourism and lecturer for tourism & finance at BALETOUR tourism school and MCI Management Centre Innsbruck (university of applied science).

BWHSM Hotels

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LUXURY

WORLDHOTELSSM
Distinctive

WORLDHOTELSSM
Elite

WORLDHOTELSSM
CRAFTED

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COLLECTION
by BEST WESTERN

BW
SIGNATURE
COLLECTION
by BEST WESTERN

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BEST WESTERN

Sadie
BEST WESTERN

Aiden

TIMELESS

VALUE

EXTENDED STAY

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BEST WESTERN.

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PLUS.

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PREMIUM

VOCO



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EVEN

ESSENTIALS



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SUITES

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