

Members of the GNTB International Marketing Committee

The members were elected at the 126th general meeting on 30 November 2023.

Elected members

Benedikt Brandmeier

Head of Tourism, Events and Hospitality,
Department of Labour and Economic
Development, City of Munich

Anna Graf

Innovation Lead, Web3 / Metaverse
Arvato Systems

Ulrike Jessel

General Manager and Deputy Artistic Director
of the Dresden Music Festival

Gisela Moser

Managing Director of
MosGiTo – Barrier-Free Tourism

Tino Richter

Managing Director of the
Saxon Switzerland Tourist Board

Regional marketing organisations

Baden-Württemberg

Andreas Braun
Managing Director of Tourismus Marketing
GmbH Baden-Württemberg (TMBW)

Bavaria

Barbara Radomski
Managing Director of
Bayern Tourismus Marketing GmbH

Brandenburg

Christian Woronka
Managing Director of TMB
Tourismus-Marketing Brandenburg GmbH
(Dieter Hütte up to February 2024)

Hamburg

Michael Otremba
Managing Director of
Hamburg Tourismus GmbH

Hessen

Herbert Lang
Head of Tourism, HA Hessen Agentur GmbH

Rhineland-Palatinate

Stefan Zindler
Managing Director of
Rheinland-Pfalz Tourismus GmbH

Saxony

Veronika Hiebl
Managing Director of TMGS Tourismus
Marketing Gesellschaft Sachsen mbH

Saxony-Anhalt

Dr Robert Franke
Managing Director of IMG Investitions- und
Marketinggesellschaft Sachsen-Anhalt mbH

Ex officio members

Allgemeiner Deutscher Fahrrad-Club e.V. (ADFC)

Christian Tänzler
Member of the National Board

Amadeus Germany GmbH

Monika Wiederhold
Executive Vice President
Marketing and Digital Transformation
Amadeus IT Group S.A.

Avis Budget Autovermietung GmbH & Co. KG

Julieta B. Rehnelt
Senior Manager, Direct Sales

Bundesverband der Deutschen Tourismuswirtschaft e.V. (BTW)

Sven Liebert
General Secretary

BWH Hotels Central Europe GmbH

Alexander Birk
Head of Marketing

DB Fernverkehr AG

Marcel Noe
International Marketing Manager

Deutsche Hospitality

Johanna Lamke
Vice President, Sales

Deutsche Lufthansa AG

Fabiola Nau
Leisure Sales, Home Markets

Deutscher Heilbäderverband e.V. (DHV)

Brigitte Goertz-Meissner
President

Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA)

Ingrid Hartges
CEO

Ex officio members

Deutsche Industrie- und Handelskammer e.V. (DIHK)

Julia Seibert
Head of Tourism Economy and Tourism Policy

Deutscher Reiseverband e.V. (DRV)

Norbert Fiebig
President

Deutscher Tourismusverband e.V. (DTV)

Norbert Kunz
Managing Director

Deutsches Jugendherbergswerk e.V. (DJH)

Markus Kilp
Head of Marketing & Sales

Deutsches Weininstitut GmbH (DWI)

Monika Reule
Managing Director

Dorint GmbH

Oliver Stotz
Vice President, Marketing

ERGO Reiseversicherung AG

Iris Nebbe
Sales Management

Europa-Park GmbH & Co. Mack KG

Rüdiger Büchele
Head of Sales and Tourism

Flughafen Düsseldorf GmbH

Eckhard Mischke
Head of Consumer Marketing

Fraport AG

Thomas Kirner
Head of Marketing
Aviation Development

Friedrichstadt-Palast Betriebsgesellschaft mbH

Natascha Lecki
Director of Marketing, Sales & PR

GCH Hotel Group

Michaela Bühler
Director of Leisure Sales

German Convention Bureau e.V.

Matthias Schultze
Managing Director

Global Blue Deutschland GmbH

Daniela Zeh
Marketing and Customer Value
Creation Manager

HanseMercur Versicherungsgruppe

Susanne Löbkens
Sales Director

Hilton

Natascha Hendrichs
Senior Manager, Destination Marketing,
Continental Europe

Historic Highlights of Germany e.V.

Sascha Mayerer
Managing Director

Outletcity AG

Cornelia Koebele
Head of Destination Marketing
& Partnership Management

Hotelverband Deutschland e.V. (IHA)

Stefan Dinnendahl
Deputy CEO

Internationaler

Bustouristik Verband e.V. (RDA)

Benedikt Esser
RDA President; CEO, RDA Expo GmbH and
RDA Service GmbH

JCB International Ltd., German Branch

Till Weigl
General Manager

Magic Cities Germany e.V.

Armin Dellnitz
CEO

Maritim Hotelgesellschaft mbH

Ulla Schulz
Manager, International Sales Office

Mastercard Europe SA

Catharina Naatz
Business Development Manager, Public Sector

McArthurGlen Service GmbH

Claudia Pfannstiel
Center Marketing Manager

Messe Berlin GmbH

Deborah Rothe
Exhibition Director, ITB Berlin

Novum Hospitality

Christian Moll
Deputy Chief Executive Officer

Passionsspiele Oberammergau Vertriebs GmbH & Co. KG

Gerhard Griebler
Managing Director

Ringhotels e.V.

Michaela Krohn
Head of Marketing and PR

Sixt SE

Stefanie Penther
Senior Executive Manager
Associations & Partnerships

TUI AG

Bernd Hoffmann
Head of Public Policy / TUI Group Office Berlin

UNESCO-Welterbestätten

Deutschland e.V.

Claudia Schwarz
Chairwoman

Value Retail Management Germany GmbH

Christina Gobil
Destination Marketing Director

Visa Europe Management Services Ltd.

Ulrich Keppler
Merchant Business Lead,
Central Europe Region

Willy Scharnow-Stiftung für Touristik

Detlef Altmann
Managing Director