

## Gerrit Krueger

Gerrit Krueger has over 15 years of experience in marketing and customer relationship management in the services and hospitality industry. After gaining his bachelor in international management, marketing and tourism at the International University in Germany and studying at Nanyang Technological University, Singapore, he started his career at the Singapore Tourism Board after which he gained experience through various marketing and business development roles in the hospitality industry before starting his company C&O to consult companies in Germany and Asia on Marketing and loyalty programmes. Since then, C&O has created the digital presence of various providers in the hospitality, services and online retail sector.

He was head of Branding and Loyalty Marketing for Dusit Hotels & Resorts where he re-launched all loyalty programmes and directed the photographic and brand standards before joining Chameleon Strategies as Managing Director.

## Kontaktdaten

**Gerrit Krueger**  
Managing Director  
Chameleon Strategies



## Veranstaltung

[Mekong Tourism Forum: Filmtourismus und Storytelling](#)

Mittwoch, 6. März 2019, 15.00 - 15.45 Uhr

CityCube Berlin, Cube Club

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



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Kurzfristige Änderungen vorbehalten.



## ITB Berlin Convention / ITB Berlin Kongress

### CityCube

#### Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

**6.1** – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

**7.1b** – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

**11.1** – ITB Young Professionals Day

**Palais** – ITB Convention Awards

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

Fragen zu Kongressinhalten/-organisation

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