

## Thomas Willms

Thomas Willms joined **Steigenberger Hotels AG**, one of Europe's leading hotel companies, as Chief Operating Officer in June 2017. Since January 2018, he has held the position of Chief Executive Officer.

Steigenberger Hotels AG encompasses almost 150 hotels which are either already operational or at the planning stage in 20 countries across Europe, Africa and Asia. The company's umbrella brand "Deutsche Hospitality" covers the five brands of Steigenberger Hotels & Resorts, MAXX by Steigenberger, Jaz in the City, IntercityHotel and Zleep Hotels.

Thomas Willms worked over 20 years for Starwood Hotels & Resorts, most recently as Senior Vice President Central & Eastern Europe, prior to this at the company's Brussels office as Vice President Development and Brands. Previously he was employed by ArabellaStarwood Hotelmanagement GmbH as Managing Director and worked also for Maritim Hotels and the Intercontinental Hotels Group.

Mr. Willms was born in Jever in 1961. He holds an executive master's degree in business administration in Tourism Management at Chur University of Applied Sciences (Switzerland) and Delaware (USA).

The many years of expertise he has acquired at various prestigious hotel companies have earned him a reputation as an acknowledged authority within the industry. During his professional career, Mr. Willms has been appointed to a range of specialist and executive roles in the fields of food & beverage, development, marketing, hotel opening and franchising. He has worked in the USA, the UK, Belgium and Austria.

### Contact data

**Thomas Willms**  
CEO  
Steigenberger Hotels AG



### Event

[Keynote Panel: Hospitality CEO Panel](#)

Thursday, March 7, 2019, 11.00 - 11.45

CityCube Berlin, Auditorium A4/A5

Official Partner Country ITB Berlin 2019



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## ITB Berlin Convention / ITB Berlin Kongress

### ITB Cube

#### 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

## Contact

Please contact us for concerns or questions:

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