

## Alexander Edström

Alexander holds a Masters Degree in International Business from Gothenburg School of Economics and Commercial Law, Sweden.

Prior to Atomize, Alexander has held multiple senior executive positions and has also, as CEO, built and sold a venture in the adtech industry.

Currently Alexander is the CEO at Atomize which is set to become the world leader in setting optimal prices for hotels.

### About Atomize

Atomize is the new rising star and award-winning RMS within the field of Revenue Management. Headquartered in Sweden, Atomize helps hotels around the globe to maximize their revenue, by automatically set the optimal price, per room type. Considering its relatively recent entry to the hospitality scene, Atomize is already used in more than 25 countries, across 5 continents, by hotel properties in the wide range from 10 to 1250 rooms. Atomize is set to be the world leader in Automatic Revenue Management.

### Contact data

#### Alexander Edström

CEO  
Atomize



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## Event

### [Best Cases & Panel “Revenue Management 2019”](#)

Thursday, March 7, 2019, 16.00 - 17.00

Hall 7.1b, eTravel Lab

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 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:

### Convention Organisation

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