

## Oliver Nökel

Oliver Nökel was born in 1972. The insurance salesman studied sociology, business administration and business education in Düsseldorf, Hagen and Cologne from 1993 to 1999. In 2001, he and Daniel Backhaus founded silversurfer7 GmbH, an internet agency which he has managed alone for the last ten years. With clients such as TUI, Deutsche Bahn, Lufthansa City Center, OLIMAR, Ameropa, Peakwork he has been helping to shape the digitalization of tourism for over 15 years.

In 2015 he founded NumBirds GmbH from a product spin-off of his agency. Here Oliver Nökel deals with the topics marketing automation, smart data and personalization for tour operators, travel agencies, destinations, hotels, ski schools, etc.

### NumBirds GmbH:

NumBirds GmbH is the specialist for marketing automation and omnichannel in tourism. It was founded in 2015 as a product spin-off of silversurfer7 GmbH. With the unique combination of state-of-the-art technologies and profound professional industry knowledge, NumBirds GmbH creates tailor-made products and helps its customers to achieve more customer contacts, higher conversion and ultimately more sales. Leading international tour operators, travel agency chains and co-operations as well as well-known destinations, hotels and ski schools benefit from the well thought-out, data-supported marketing possibilities along the customer journey on all channels (email, mobile, web, social, print, etc.).

### Contact data

#### Oliver Nökel

Founder / CEO  
NumBirds GmbH



## Event

### [Highly Recommended – Best Practice On Personalization](#)

Friday, March 6, 2020, 11.45 - 12.30

Hall 7.1b, eTravel Lab

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



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Kurzfristige Änderungen vorbehalten.