



## Moritz Klussmann

In his role, Moritz Klussmann is responsible for the strategic orientation and profitable growth of the company. He plays a key role in driving forward the development of the product and plays a leading role in the conception and implementation of the corporate strategy. Moritz Klussmann completed his studies of economics at the Humboldt University of Berlin. Directly after graduating in 2009, he decided to found his own company together with his school friend Torsten Sabel. Ten years later, he employs almost 100 people and successfully supports more than 7,000 business customers in over 35 countries with his team.

Customer Alliance is one of the European market leaders for Customer Experience Management and Online Reputation Management. The Berlin-based company's SaaS solution enables automated communication with the customer along the entire customer journey. The aim is to increase satisfaction and loyalty, optimize processes and boost sales. In addition, the software collects, integrates, distributes and analyzes ratings online, giving companies, family-run hotels through to large international corporations full control over their online reputation and customer experience.

### Contact data

**Moritz Klussmann**  
CEO  
Customer Alliance



### Event

[Re-Building Hotel Brands: Best Case Presentations And Panel](#)

Thursday, March 5, 2020, 16.00 - 17.00

Hall 7.1b, eTravel Lab

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.