



## Michael Toedt

Dr. Michael Toedt started his career as a cook in the hotel of his parents, a 4-star hotel in the Bavarian Alps. After several years he decided to move on and study Hotel Administration. During his time in college he founded and later sold an online hotel marketing platform. In 2000 started his second career in the Hotel IT sector at Sansora International, one of the pioneers of hotel CRM systems. In 2005 he founded together with two partners the Toedt, Dr. Selk & Coll. GmbH, today known as **dailypoint™**. He is the author of several books and his articles are published by journals on a regular basis. Dr. Toedt holds a doctoral degree in management science. He is lecturer at the University of Applied Sciences Munich for the subject "Customer Relationship Management in Tourism" and "Hotel IT Systems".

## Contact data

### Michael Toedt

Co-founder  
**dailypoint™**



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## Event

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

Thursday, March 5, 2020, 16.00 - 17.00

Hall 7.1b, eTravel Lab